

# Swampscott Energy Committee Meeting Minutes

Monday, February 4th, 2013 at 6:30 pm  
Swampscott Town Hall, First Floor Meeting Room

Members Attending: Thomas Dreeben, Milton Fistel, Neal Duffy, Derek Barnwell, Wayne Spritz

Members Absent: Hal Schwartz, Victoria Masone

Non-Members Attending: Pete Kane, Tara Gallagher, Ilya Cherkasov (Swampscot resident), Clayton Reed (CSG), Ellen Pfeiffer (National Grid)

1. Review and approve minutes from previous meetings. – The committee did not get a chance to approve the minutes from the previous meeting and intends to do so at the next meeting on Wednesday, February 13<sup>th</sup>.
2. National Grid Training

Ellen Pfeiffer, Senior Analyst, Business & Customer Strategy from National Grid, and Clayton Reed from Conservation Services Group, attended the meeting to better educate and train the committee on the National Grid outreach plan and on Mass Save in general. Ellen explained that this is part of National Grid's effort to partner with communities to spread awareness of the Mass Save program. They based Swampscott's goals on the last 3.5 years of data. Swampscott had an average of 133 audits and 40 insulation installations which is above average for the state. We need to show that, through our efforts, there were 34 more audits than what they normally would have had in order to get the full reward. Ellen thinks we should meet our goal pretty easily.

Ellen also explained that the numbers from National Grid may be different than Next Step Living due to a delay in processing on the National Grid end.

The Mass Save program was created in 1980, and for the last two years Massachusetts has been named #1 for energy efficiency in

the country. It is a great program, and we should stress to residents that in some states, these no-cost energy audits can cost \$600-\$700.

The Mass Save program has its roots in education. Half of what auditors do is for savings and half is for safety reasons.

National Grid's goals:

They want an increase in assessments but they *really* want people to have work done as a result of the assessments to increase the efficiency of their homes.

It is hard for National Grid to get 1-4 family owners to sign up. It is important for the committee to know that there is a "Multi-family" program for owners with more than 4 units. In this case you need to get all of the owners to sign up.

Tara brought up the point of getting the Swampscott Cherry Street affordable housing to sign up. Ellen said they may fall under Commercial or Industrial program, or they may be low income multi-family program. We need to engage the housing authority on this issue.

Ellen talked about the CAP – Community Action Program – for income eligible folks. As an alternative for these people. The committee resolved to follow up with the Swampscott Housing Authority to make those residents aware of programs available for them.

We can send the addresses of these residences to Ellen and she can check on what category they would fall under.

During a home energy assessment the auditor will hand out 2 smart strips – power strips that can be controlled by one source like a light switch. Only allowed to do smart strips for something like an entertainment center. You can set the threshold for the smart strip so it can turn other stuff off. This just started in January.

We asked about putting Smart Strips in the high school? In the computer lab? Maybe this can be part of the Green Communities Grant request?

This year they are going to give incentives to help clear out knob and tube wiring as that is an obstacle for a lot of people to install insulation. Probably about \$300.

Clayton and Ellen explained the relationship between National Grid, Conservation Services Group and Next Step Living. Conservation Services Group is the lead vendor for National Grid. CSG has a pool of auditors – 75 CSG employees. NSL is one of 12 home performance contractors that work for CSG. There are about 80 contractors that do insulation work.

NSL should not sell other services like solar at the Mass Save audit. They can inform the resident of the other services, but not go into detail. There should be a separate appointment scheduled.

CSG inspects 70% of the air sealing and insulation work done statewide as a quality control measure. There is also an additional Quality Control vendor hired by National Grid to audit CSG's work.

Mass Save is the name of any program that is offered by the utilities and Cape Light.

Energy Star lighting and appliances: Rebates are already realized at most retail stores (except Target). You should go to Mass Save website for all of this.

Metal recycling – maybe we can partner with the town and have people donate their refrigerator recycling rebate to the fundraising.

Clayton suggested that real estate offices are good places to market the assessment program. They can use energy assessments as a selling point. We can invite real estate agents to our meeting to tell them about the program.

Something they give incentives for that is not in presentation – They have a vendor called TechniArt. They sell lighting and smart

strips. We can invite TechniArt to an event to sell stuff; we get credit for whatever is sold.

Ellen would like to come back and visit with us if we want to have her come in for a check-in.

### 3. Solarize Massachusetts

Ilya Cherkasov is interested in participating on the solar team but not as a solar coach. He thinks it is important to promote renewable energy. Ilya is trained as a civil engineer, and is currently getting a Masters in Public Policy at Suffolk. The committee welcomed Ilya's offer to volunteer in the Solarize Mass effort

In additional efforts to recruit volunteers for this program: Joe Markarian volunteered. Tim Dorsey, a lawyer in town, volunteered to do contract work should the need arise. Sydney Peirce, who worked with the committee before is possibly interested. Pete put out a press release on Friday with Salem. We received 60 responses from Swampscott residents. Pete needs to go through the responses. We are hoping the Patch will post the press release and our need for volunteers.

- a. Review of application materials – a lot of what we did last year is reuseable in this application. Pete has letter of commitment that Thomas Younger will sign.

We should find more groups that will participate. Right now we have The Lynn Chamber of Commerce, The Rotary Club, the high school STEM program, various neighborhood associations. Tara will talk to Martha Dansdill and ask her about HealthLink's interest in partnering with us. As HealthLink is in Salem and Swampscott, and this seems to align with their mission, this seems like it could be a good fit, and they could be a good resource for the committee and the solar team.

Community Outreach plan – need to talk about previous accomplishments and programs.

We need statistics about the community that could help the application. Our homeowner occupied rate is high. Income level?

Home turnover? People tend to stay in their homes longer here?  
Pete noticed there has been a rise in interest in solar in town.

Marketing and Outreach – We would plan to hold a Pre-Solar 101 event, a Solar 101 event, then a Solar 201 event. Our Big Blue website would expand into solar. Maybe we create a Twitter Account? Access TV would be utilized. We would produce an informational video to be posted on various sites including the Big Blue Energy site. We need to discuss how we might utilize the \$2500 they provide for marketing.

Meeting Adjourned: 9:20 PM