

Minutes
Energy Efficiency and Sustainable Energy Board
PSNH Energy Park, Manchester, NH, 9 AM – 12:30 PM
May 14, 2010 Meeting

*Items underlined and in color are hyperlinked to documents.

Members in Attendance: Richard Ober of NH Charitable Foundation, Jack Ruderman of NHPUC, Meredith Hatfield of the OCA, Eric Steltzer of NH OEP, Robert Scott of DES, Daniel Feltes of NHLA, Madeleine McElaney for Wes Golomb of NH SEA, Patti Carrier of NH Ball Bearings for the NH BIA, Dick Henry of the Jordan Institute, Beth Fischer for HBRANH/Build Green NH, Ben Frost for Dean Christon of NH Housing & Finance, Bob Reals, Jr. for Roy Duddy of NH DRED, Rep. David Borden, and Representative Jim Garrity.

Non-Voting Members in Attendance: Gil Gelineau of PSNH, Fred Paine of National Grid, Ray Gosney of the NH Electric Cooperative, Charlie Niebling of New England Wood Pellet, Janet Brewer of Ocean Bank, Jim Grady of Lightec, Inc., and George Gantz from Unitil Energy Systems.

Link to Meeting Agenda: [MEETING AGENDA](#)

1. Welcome & Introduction, Chair's Remarks

Chairman Ober convened the meeting at 9:07 A.M.; he welcomed everyone to the meeting and asked everyone in the room to introduce themselves. {Introductions followed}.

Chairman Ober and Meredith Hatfield announced that this would be Jennifer Ducharme's last meeting with the Board since she has taken on a new position at the PUC. Diane Bateman will be taking over for her starting with the June meeting. The board thanked Jennifer for her superb work.

2. Approval of April 9, 2010 meeting minutes

Chairman Ober asked for a motion to approve the 4-9-10 minutes. Rep. Jim Garrity moved to adopt the minutes. The motion was seconded by Rep. David Borden. The minutes were unanimously approved.

Chairman Ober referred to the EESE Board's statutory charge. He reminded everyone of the tasks that the legislature has charged the board with doing. He noted that there were dozens of agencies and individuals working in energy efficiency and sustainable energy, but the job of the EESE Board is to look at these topic as a whole. He said that this was a venue to ask the really big and important questions. He noted that committees do not need to meet every month unless there is a specific task and report back to the board. It is up to the committee chairs and members to determine if regular meetings are useful for information sharing.

3. Focus Discussion: Outreach and Education Committee: A Proposal for Action

Beth Fischer began the discussion by going over the work of the Outreach and Education Subcommittee. She invited everyone to participate in the group. They are marching towards a movement to get the residents of NH to take action.

Meredith Hatfield presented [slides](#) to the board which updated everyone to the work of the Outreach and Education Committee. The slides covered topics such as:

- EESE Board Statutory Charge and Work Plan
- Key Elements of O&E Work
- EESE Board Goals for 2010
- Desired Results

She also reviewed an Executive Summary entitled, [Involving Granite Staters in New Hampshire's Energy & Climate Solutions: A Case for Strategic Communications](#) and asked everyone to focus on page 3, which focuses on what the EESE Board will be asked to do.

Roger Stephenson of Clean Air Cool Planet also presented [slides](#) to the board. He covered topics such as:

- Strategies to Overcome Barriers
- The Carbon Co₂alition – Built a 300+ volunteer base
- How to build public relationships that motivate real support using awareness, information, evaluation, trial, adoption and reinforcement
- 10 Step Planning Process for Public Relations

He asked everyone to remember something that his former employer Patrick Jackson said, "People want to be involved, not told; served, not sold." Patrick Jackson, Jackson, Jackson and Wagner

Meredith Hatfield encouraged everyone to have a free and open conversation about all of this information. She again asked everyone to look at the last page of the executive summary which lists the tasks that the EESE Board has been asked to do, and decide whether these are things that the EESE Board should pursue.

Beth Fischer noted that through the deliberations which led to this list, it was decided that through this process, a plan could be produced which would flush out what to do now, and what needs to be done later.

George Gantz noted that we cannot set up expectations with consumers, without resources and funding to meet these expectations.

Charlie Niebling noted that 95% of consumer behavior changes are caused because the consumer thought it could save them money. He thought that we needed to focus on that, rebates, etc. This message needs to be able to move quickly in a changing market.

Dick Henry noted that financing was another big problem. The demand is much more than what current programs have. If a utility shuts a program off, and we don't have another financing tool in queue, then we will be setting up the market for failure. He urged everyone to test specific programs out so we can measure the program's successes and failures.

Joanne Morin noted that this is an area we cannot tackle as volunteers. If we are finally getting to the point of spending some money on these topics, then we need to make sure that we find this money and that it is spent very well. It also needs to be looked at very effectively and positively. She suggested that an RFP might be useful, and that it needs to address the elements in Roger's slides, but in a very simplistic and direct way.

Bob Reals, Jr. noted that we need to keep in mind our EE & SE Goals in mind and make sure that all aspects of the [triangle](#) can help us get there.

Gil Gelineau noted that the utility programs currently have some public money involved. They have the people ready to do the work, the money, but not the approval to move forward. That is an issue that needs to be considered.

Rep. Jim Garrity noted that there is no public money, and there will be no public money coming, so we need to look at alternatives.

Eric Steltzer noted that the question in front of the board is about the process to develop a communications plan, not the plan itself. The definitive plan comes afterwards. All of these aspects that people have been discussing should be part of the campaign.

Jim Grady noted that rebates tend to be a big factor in getting projects accomplished, but then the rebates go away and that market crashes. The value of the rebate is not the amount of the rebate, the value is the aspect of a 3rd party (not just salespeople) saying that this is a good idea.

Ben Frost noted that he believes that financing is the key. People respond to money, both spent and saved. We need to keep this in mind and not get in to the weeds. This proposal is not to put the EESE Board at the lead, it is to pull people together and then figure out where the EESE Board fits in.

George Gantz believes that we absolutely need a strategic plan to be sure that we are meeting the goals we are setting. Right now, on residential side, the demand [triangle](#) is good because the demand is there. But on the C&I side, the opposite has occurred and there is no demand. This needs to be addressed and equalized.

Dick Henry noted that what we are being measured on is implementation. All the public money is trying to create market transformation. We are not waiting for the utility to take over; we want the market to take over but have a Plan B, C, and D ready to go.

Chairman Ober asked whether or not the Board wanted to charge the existing committee or a new task force to work on these concepts that have been discussed to try to take us to the next level. Meredith Hatfield noted that she believes that the new task force should include the current O&E committee and others who might be able to help. Ray Gosney, Jack Ruderman, George Gantz, Joanne Morin, and Bob Reals, Jr. all showed interest in joining this new task force. The next meeting is June 1st at HBRANH (a call-in bridge will be available).

Julia Dundorf advised everyone to drill down his or her thinking and realize that this is an encompassing campaign. We need to have a communication strategy that helps this become the NH way. We need to up the ante on peer to peer work.

Chairman Ober called a short break at 10:45 a.m. The meeting reconvened at 11:04 a.m.

Chairman Ober handed out a copy of SB323, as passed most recently in the House this week. He asked everyone to especially read Part 1, Sections A, B, C & D. He noted that policy recommendations coming out of this study would be the responsibility of the EESE Board. He will be meeting with the PUC to figure out how it will work, procedurally. He thinks that he may create a task force to deal with these issues.

Charlie Niebling asked what some of the concerns/issues were when getting this bill passed. Rep. Borden and Meredith Hatfield responded that some of the issues that arose in the

process included, determining and capping the amount of funding for the study, making sure that there was a need for it, and making sure that it was independent.

4. Municipal Energy Services Committee: Discussion

Rep. David Borden presented [slides](#) to the board which updated everyone on the work of the Integrated Municipal Service Subcommittee. The slides covered topics such as:

- EESE Board Statute and Purpose of the Committee
- Vision
- Specific Goals for the Municipal Energy Working Group

Rep. Borden asked that if anyone had any suggestions or comments on the goals presented in his slides, to bring them to his attention.

Beth Fischer noted that the benefit of incentives really played itself out with the municipalities in the EECBG funding (ARRA). When citizens hear about this, they see the leadership within their communities, and this helps the Board with its campaign.

Jim Grady noted the importance of educating municipalities and the public about how municipal buildings compare/differ from residential buildings.

5. OTHER COMMITTEE REPORTS

A. Beacon Communities

Chairman Ober noted that the full committee hasn't met in a little while. The idea is hyper-investing in communities for EE & SE measures. Kate Peters noted that NH has been awarded \$10 million in federal grant funding from DOE through its Retrofit Ramp-Up Program, which is a part of the Beacon Community concept. The 3 communities chosen were Berlin, Plymouth and Nashua. She thanked the Board for its work and also Senator Shaheen's office for all of its help and support. Chairman Ober also thanked Senator Gregg for his support of this grant.

Chairman Ober thanked the partners who worked on the grant application and will be leading the implementation: OEP, NH Community Development Finance Authority, NH Community Loan Fund, PSNH, NH Electric Coop, Jordan Institute, Cities of Nashua, and Berlin, and the Town of Plymouth.

Joanne Morin said that she was awaiting an audit visit from DOE and would report back to the Board next month.

B. Energy Efficiency and Sustainable Energy Delivery

Dick Henry noted that this group would be looking at both short term and long term ideas. They have 2 subcommittees working on this as well and they hope to present to the EESE Board at the July meeting.

6. 2010 LEGISLATIVE UPDATES

[SB323](#) – requiring the public utilities commission and the EESE Board to study certain energy policy issues (see above). This bill has passed. The status of the bill can be found [here](#).

[SB334](#) – establishing a committee to study methods of encouraging the installation and use of small scale renewable energy resources by homeowners and businesses and relative to investments in photovoltaic renewable energy projects. This bill did not pass. The status of the bill can be found [here](#).

[HB1554](#) – allowing municipalities to establish energy efficiency and clean energy districts. This bill has passed. The status can be found [here](#).

[SB327](#) – relative to disclosure of electric service energy sources and environmental characteristics and relative to disciplinary actions against competitive electric suppliers. This bill has passed. The status of the bill can be found [here](#).

[HB395](#) (2009) – requiring electric utilities to offer renewable energy source options, allowing the public utilities commission to make contingent grants and loans from the greenhouse gas emissions reduction fund, and relative to using the electricity distribution charge to fund conservation and load management. These programs have been implemented by PSNH, National Grid and Unitil and Meredith Hatfield encouraged customers to sign up.

[SB451](#) (2008) - Unitil's Distributed Energy Resources program has been rolled out and they are expecting an Order from the PUC very soon. Updates on this docket can be found [here](#).

[HB1688](#) – relative to the regulation of the installation and operation of boiler and pressure vessels. This bill has passed. The building code review board needs to set the policy through rulemaking.

[HB1270](#) – relative to balancing amounts expended from the renewable energy fund. This bill has passed. The status of the bill can be found [here](#).

Bob Scott noted that at the Federal level, lots of legislation has been proposed, many of which would supersede or preempt RGGI on the State level. The most current bill, the [American Power Act](#), does recognize RGGI but he urged everyone to be aware of these bills because they could affect our State RGGI program. The bill can be found [here](#), and a shorter summary of the bill can be found [here](#).

Bob King noted that there is a bill currently before Congress called the CLEAR Act and its co-sponsors are Sen. Maria Cantwell of WA and Sen. Susan Collins of ME. It would put a price on carbon where it enters the economy (rather than on the consumption end). 75% of the proceeds would be refunded to each and every American. 25% of proceeds would be spent on energy efficiency, renewables, and geographic redistribution (to reduce the financial impact in coal dependent states). A link can be found [here](#).

Eric Steltzer – The Home Star Federal Legislation has passed the House. Eric sent over some informative materials on this legislation. An overview can be found [here](#) and an informative presentation [here](#).

7. FUNDING ANNOUNCEMENTS AND UPDATES

The Sustainable Energy Division at the PUC has a new analyst, Kate Epsen.

A. Greenhouse Gas Emissions Reduction Fund – Jack Ruderman

Jack Ruderman handed out a progress [memo](#) regarding the Greenhouse Gas Emissions Reduction Fund and the Renewable Energy Fund. This memo provides an update on all of the funding projects, results to date, and ongoing information. He thanked Barbara Bernstein for compiling all of the information.

He noted that the PUC has issued its [2nd RFP for the GHGERF](#). Overall, the PUC is very pleased with the progress that is being made. There are no major problems and they are seeing a lot of loan funds being made available, building retrofits, etc. He noted that we need to keep an eye on Federal legislation which could potentially supersede the State RGGI legislation so that we know how to proceed in the future.

B. Renewable Energy Fund – Jack Ruderman

There has been \$1.34 million disbursed to 237 homeowners. There are also 63 additional applications requesting \$372,000 in process. The combined capacity of all installations is -.872 MW, which equates to \$1.96 per watt installed or \$1.96 million for 1 MW of generation. The program is going very well. The funds are being drained pretty quickly and the PUC is trying not to focus on one sector. The PUC can adjust the rebate amount if funding is being drained too quickly.

C. Other Programs – Jack Ruderman

There is a new rebate program for solar water heating. It is a 2 level rebate which is made possible through ARRA funding. There is a [state](#) and [federal](#) application. The PUC has about 10 applications now but it has budgeted for 660 systems over the next 1.5 years.

The next project that the PUC will be working on is the bulk fuel-fed wood pellet burner rebate program. It is currently being worked out. This program is being offered thanks to OEP and ARRA funding. The timeframe for getting this program up and running is the next 4-8 weeks.

The PUC is at the beginning stages of Commercial Renewable Energy Rebate Program. \$1 million budgeted which is not nearly enough. Jack noted that unfortunately, the PUC just does not have the money that it thought it would have for commercial programs. Staff has issued a recommendation to the Commission for the first million received in July for the REF to get applied to this program. Jack noted that the PUC cannot budget for this program because it never knows how much funding it is getting.

C. ARRA Funding – Eric Steltzer

Energy Efficiency and Conservation Block Grant Program – Progress is being made. There was some training sessions last week with municipalities.

Appliance Rebate Program – As of May 11th, 9% of funds are in process of being expended. This is a slower roll out compared to some other programs, but OEP anticipates an increase in the fall.

State Energy Program – Five businesses have been selected to receive first round funding and support through the [Green Launching Pad](#) at UNH. More detail about the program is available at the web site.

OEP has signed a contract with KEMA to do a cost allocation study for the North Country Transmission Commission.

Weatherization Program – Auditors will be coming in from the Dept. of Energy very soon. Progress is still currently being made.

Funds are now available through the US Dept. of Agriculture for its [Renewable Energy Fund](#), NH farmers and agriculturalists are urged to apply.

8. New Business/Announcements

Stacy Doll – Yesterday the Climate and Energy Collaborative met at a retreat. The collaborative is the sister group to the EESE Board. They are currently working on drafting the annual review of the Climate Action Plan which will capture all that has happened over past year, such as who is working on what, and what is being done. One big progress is the [social progress tracking database](#). Please make sure that your organization is in the database and/or in the success story section. The collaborative is working on getting the word out via a tool kit regarding the progresses and successes that have been made.

Beth Fischer – Beth handed out the May issue of [Build Green NH Newsletter](#). She reminded everyone that on June 1st, there would be a meeting of the Outreach and Education subcommittee being held at HBRANH from 10-12. Build Green NH offering an over easy breakfast at Boloco Burrito, Concord, NH and Beth encouraged people to attend. For more information, contact [Beth Fischer](#). She noted that GDS Associates & NH OEP are doing a great job with [Energy Code Workshops](#) and she encouraged people to attend. The upcoming workshops will be held in June at Bretton Woods and Berlin.

Gil Gelineau – Utilities have gotten approval for on-bill financing from the PUC. The refrigerator turn in program is closing today, but approximately 720 units have been turned in already which is well over their goal of 600. The NH Saves [Kill-A-Watt meter](#) is doing great in libraries

Bob Scott – Clean Air Cool Planet held its 10th anniversary meeting and Rep. Borden and Chris Skoglund were presented Climate Champion Awards for their work in clean energy in NH.

Madeline McElaney – Renewable Energy Vermont is having a conference examining Distributed Energy Resources and looking at feed-in tariffs in VT. It will be looking at successes and failures. Details are at www.nhsea.org. Financing Solutions for Renewable Energy Workshop was on May 5th. PowerPoint's are now available on SEA's website.

Julia Dundorf – The Local Energy Solutions Conference will be held on 6/19 at the Grappone Center in Concord. See www.cleanair-coolplanet.org/les2010/. Mark Rosenbaum and Nashua Mayor, Donnalee Lozeau, will be speaking. There will also be a discussion regarding the deep energy retrofits in the Plainfield, NH school system. She also noted that www.myenergyplan.net and energy project connector is now live and encouraged everyone to use it.

Ray Gosney – The 1st energy Commission in NH became official last week. This is in Plymouth, NH and is the first Commission, all previous have been Committees. Commissioners are chosen by the Plymouth Selectman. Rep. Borden also noted that Ray Gosney has been chosen as the newest selectman.

The next meeting of the EESE Board will be held on June 11, 2010. All subsequent meetings will be held on the 2nd Friday of the month at the PUC, unless otherwise noticed. There being no other business to come before the board, Chairman Ober adjourned the meeting at 12:43 p.m.
