

C&I Working Group Kick-Off Meeting

Monday, August 1st, 2022

10:00 AM -11:30 AM

Zoom Meeting

Meeting Attendees

Nina Mascarenhas, Lisa Zagura, Bob Rio, Alan Sheard, Maria Farias, Ben Myers, Carolina Cudemus Jones, Ruth Bennett, Jason D'Antona, Dennis Villanueva, Heather Takle, Krista Lillis, Jennifer Chiodo, Kathy Loftus, Jack Nelson, David Chamberlain, Bruce MacGregor, Maggie McCarey, Caroline Eber, Frank Gundal, Ryan Willingham

AGENDA

- | | |
|-----------------------------|---|
| 10:00 AM – 10:05 AM: | Welcome |
| 10:05 AM – 10:20 AM: | Introductions |
| 10:20 AM – 10:50 AM: | Discussion on Charter |
| 10:50 AM – 11:05 AM: | Questions on Mass Save Commercial and Industrial Overview <ul style="list-style-type: none">• Using the broad structure of MassSave C&I PDF, questions will be addressed during this section of the meeting |
| 11:05 AM – 11:15 AM: | Brainstorming on Survey Topics <ul style="list-style-type: none">• Introduce reason for survey and ask members to email topics to PAs/DOER by Fri 8/5• Next Steps:<ul style="list-style-type: none">○ PA/DOER will send links to the stakeholder hour |
| 11:15 AM – 11:25 AM: | Deep Energy Retrofit Update – Not discussed due to time constraints |
| 11:25 AM – 11:30 AM: | Planning for the Next Meeting <ul style="list-style-type: none">• Explanation of stakeholder hour |

Meeting Notes

Welcome:

- **Patrick Woodcock** – Commissioner, Department of Energy Resources (DOER)
 - Provided Welcome to Commercial and Industrial Working Group
 - Discussed Massachusetts success to date and charting a new course for the future with the engagement of Program Administrators and customers.
- **Maggie McCarey** – Director of the Energy Efficiency division at DOER
 - Provided history and purpose of working group
 - DOER worked with the Program Administrators (PAs) to develop and agree on the next statewide energy efficiency plan for 2022-2024.
 - Focus on greenhouse gas emissions reductions and efficiency as well as electrification of heating loads.

Introductions:

- All members present provided introduction, current role, and energy efficiency experience

Discussion on Charter:

- Request to clarify that intent of this group, beyond communication, is to shape C&I programs.
 - Suggestions to modify mission and scope to include CIWG member inputs to existing and new programs and offerings
- Suggestion to include addressing challenges for program participation in group's objectives
- Program performance as reflected in Key Performance Indicators (KPIs) to inform working group discussions
- A metric of working group success could be considered for inclusion in the working group annual report
- Customer survey results and recommendations will be included in annual report
- Action Item:
Suggested charter modifications to be considered and incorporated as needed.
Modified charter to be shared with CIWG for comment.

Questions on Mass Save Commercial and Industrial Overview:

- **Highlights**
 - Highlighted relevant acronyms for future discussion

- Provided overview on existing building programs. Other offered programs can be discussed further at future meetings if desired.
- The various engagement pathways separated by the market saturation
- **Questions and Feedback:**
 - Further Daily Dispatch / Active Demand Reduction program information sought
 - Request for consistency among the PAs for Mass Save program roll out
 - How are rebate values reviewed and reevaluated on a cost perspective?
 - Request for consistency, transparency, and diversity on incentives and vendor procurement especially for state entities.
 - Consideration for Mass Save “Customer Journey.” How do customers experience the C&I programs?
 - Stated need for decarbonization solutions and vendors equipped to seek out these solutions.
 - Stated need for energy assessors and Technical Assistance (TA) study vendors with expertise in greenhouse gas (GHG) reduction and system replacements for complex building systems.
 - Review timeline from technical study to project execution

Planning for the Next Meeting:

- Two more meetings this year- early October and mid-December.
 - Poll will be sent to determine availability
 - Open Stakeholder hour for wider stakeholder base to ask questions and provide comments
- Action Item:
 - Co-chairs to send poll for October meeting

Brainstorming on Survey Topics:

- Requested topics from C&I Working Group members to base survey of wider commercial and industrial customers-
 - Survey results will inform forthcoming CIWG discussions
- Survey Process:
 - KLC, Eversource and National Grid Marketing Analytics teams will compile C&I Working Group input for survey content
 - Survey distributed to customer pool and representative group of medium and large C&I customers.
 - Marketing analytics team will provide results to working group.

- CIWG members requested survey link to be shared with organizations in their networks to broaden the target group and improve quantity and quality of responses
- Prompts to build on or add to for customer survey topics:
 - What challenges do you face with implementing large scale electrification on your site?
 - How can the sponsors of Mass Save better assist with your greenhouse gas reduction goals?
 - How can the existing C&I programs better serve customers with respect to the following?
 - Customer awareness and engagement
 - Application process
 - Incentive process
 - Technical assistance process and resources
 - Perceived gaps in program coverage
 - Project performance
 - Integration of efficiency and demand offerings
 - Continuity of program offerings from year to year
- **Action Items:**
 - Participants to provide survey topics by Friday 8/5/22.
 - PA representative to ask Marketing Analytics for additional survey distribution by group members.