

COMMONWEALTH OF MASSACHUSETTS
DEPARTMENT OF ENERGY RESOURCES

Grid Modernization Advisory Council Executive Committee

May 17, 2024

Agenda & Attendance

- Welcome, Agenda, Roll Call
- 2024 GMAC/ESMP Schedule
- 2025 GMAC Budget Planning
- Stakeholder Engagement Materials Proposal
- Strategic Planning Post-DPU Order
- Other Discussion Areas
- Close

Roll call alphabetically by voting and then non-voting members

2024 ESMP/GMAC Schedule

Date	Category	Event
May 17 th	ESMP Docket at DPU	Intervenor Initial Briefs filed
May 17 th	Executive Committee Meeting	GMAC strategic planning
May 31 st	ESMP Docket at DPU	EDC Initial Briefs filed
June 13 th	GMAC Meeting	Consultant update on the ESMP dockets
June 21 st	ESMP Docket at DPU	Reply Briefs filed
June 26 th	EWG Meeting	Review and discuss DPU affordability docket (24-15)
August 9 th	Executive Committee Meeting	GMAC strategic planning
August 29 th	ESMP Docket at DPU	Order on ESMPs
September 10 th	GMAC Meeting	Discuss next steps for GMAC post ESMP Order
September 25 th	EWG Meeting	Review outreach materials and plans. Discuss next steps.

Questions?

Recap of GMAC Budget

- The GMAC budget for 2023 and 2024 was approved in D.P.U. Order [23-98](#) (see table below).
- In 2023, the GMAC consultant spent \$308,563.13.
- **For the rest of 2024**, the consultant’s work will support the GMAC in the following ways:
 - Summarizing arguments presented in ESMP initial and reply briefs
 - Reviewing and summarizing the DPU Order and highlighting implications for GMAC activities
 - Supporting the Equity Working Group
 - Developing stakeholder engagement materials

Year	Consultant Budget	Operating Budget	Total
2023	\$ 356,653.00	-	\$ 356,653.00
2024	\$ 387,978.00	\$ 50,000.00	\$ 437,978.00

2025 GMAC Budget Planning

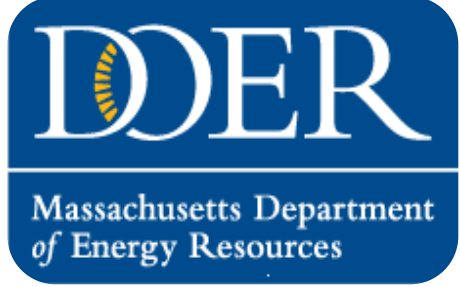
- The ESMP Order will inform the scope of GMAC work moving forward. In 2025, the consultants will likely support the GMAC in the following ways:
 - Strategic planning for the second ESMP process and GMAC review of the second ESMPs, anticipated in late 2028
 - Continued administrative support
 - Evaluate and monitor ESMPs and their implementation
 - Stand up and support new working groups as needed
- DPU set **August 15, 2024** as filing deadline for the CY2025 GMAC budget request. Information to be provided includes:
- An accounting of budget spend in 2023 and 2024
 - Detailed invoices
 - 2025 consultant work plan
 - 2025 proposed costs by cost category
- We propose to ask DPU to extend filing deadline for budget to **October 18, 2024**. (see next slide)

2025 GMAC Budget Planning (Cont.)

Date	Event
August 15th	Current 2025 Budget Request Filing Date with DPU
August 29th	DPU Releases ESMP Order
September 10th	GMAC Meeting
*September 20th	<i>Potential Executive Committee Meeting</i>
September 25th	Equity Working Group Meeting
September 26th – early October	DOER/GMAC Consultants Finalize 2025 Budget Request
October 18th	Proposed Extension for 2025 Budget Filing (submit on or before this date)

A later 2025 budget filing allows us to better understand and include tasks that come out of the August 29th ESMP Order.

Does ExCom support this extension request?
Should ExCom meet on September 20th at 2 PM to review the budget?



Grid Modernization Advisory Council Stakeholder Engagement Materials

Background

- The GMAC has previously discussed developing public facing stakeholder materials.
- GMAC members agreed it would like to develop and publish these after the DPU Order in Fall 2024.
- GMAC ideas for materials included:

Factsheets/Story-Telling Vignettes

Pros: Engaging and relatable to consumers.
Easier to develop.

Cons: Possible over-simplification of content

Video

Pros: Accessible and eye-catching

Cons: Cost – Creating short 2-minute videos can cost \$15-20k, and can be time consuming

- **Recommend that the GMAC develops written and graphical materials that incorporate story-telling elements.**

Goals and Scope of Materials

GMAC materials need to be tied to the 2022 Climate Law enabling statute.

“The council shall seek to ... *increase transparency and stakeholder engagement in the grid planning process.*”

GOALS:

Inform: Create public awareness of the ESMPs and the GMAC process

Inform: Offer clear and succinct context for the ESMPs, the GMAC, and their role in the clean energy transition

Inform: Encourage sign-ups for a GMAC listserv

Consult: Encourage participation in GMAC-related activities

In Scope

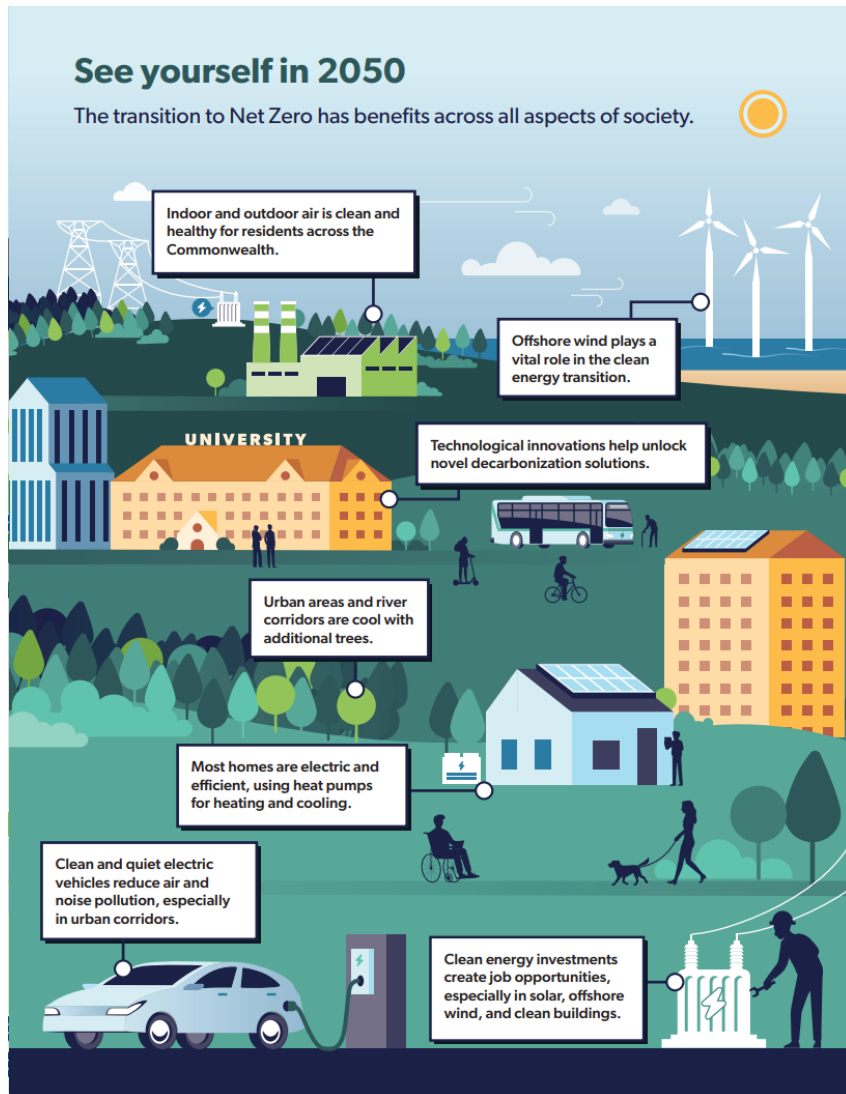
- The importance of grid planning for stakeholders in the Commonwealth
- What are the ESMPs and GMAC and why stakeholders should care
- What is grid modernization and how does it relate to Massachusetts' climate targets
- How to stay engaged with future GMAC and ESMP activities
- Links to related content

Out of Scope

- How to learn about and access clean-energy-related incentives
 - *The EDCs, MassCEC and Green Energy Consumers Alliance provide resources we can link to instead.*
- Updates on Energy Facilities Siting Board (EFSB) proceedings for specific projects
- Activities related to other state-level advisory groups (EEAC, EVICC, CEISP, etc.)

Are the goals/scope for GMAC public facing materials right?

Proposed Structure of Engagement Materials



Example: Massachusetts Clean Energy and Climate Plan for 2050

- “Grid Impacts” Factsheets:** These will be digital and live on a separate GMAC web page dedicated to the ESMPs.
 - Designed to address specific consumer concerns related to the grid
 - Primarily fact sheets, incorporating both plain-spoken written language and graphics/images.
 - Could include first person narratives and story-telling elements.
 - Translated into the top 5 spoken languages in the Commonwealth.
- GMAC Website:**
 - **Introductory Information**
 - Concise summary of ESMPs and outcomes of the Order
 - Role of the GMAC and why it is important for the clean energy transition
 - Roles of different grid planning entities (ex. DOER, DPU, EDCs, CESAG)
 - **Supplementary Linked Information**
 - GMAC pages, relevant DPU orders, utilities’ ESMP pages, [MassCEC “Clean Energy Lives Here”](#), EFSB, DOER Office of Community Engagement
 - Resources: incentives, bill assistance, contact information

Audience Messages

- The overarching message to all audiences should address the following questions:
 - What is the electric grid?
 - Why should we electrify?
 - What are the challenges?
 - How can stakeholders engage?
 - How will this impact “me”?
- **The main takeaway: importance of grid planning and how the GMAC/ESMP processes address the interrelated concerns of energy consumers.**

Issue Areas to Address:

- Grid reliability
- Affordability
- Environment/climate
- Equity/opportunities for engagement
- Grid capacity/Interconnection

Example Audiences:

- Residential customers
- LMI customers
- Communities hosting infrastructure
- Municipal leaders
- Businesses/developers

Discussion Questions

- Are the goals for public-facing communication right?
- Are the proposed structure and materials appropriate for achieving the goals?
- Are the correct audiences identified for developing communications materials?
- Do ExCom members have any example materials they can share as models/inspiration?
- Are any ExCom members interested in greater involvement in material development (any staff with experience to support, limited meetings to review materials)?

Strategic Planning

- **Questions for Discussion:**

- What would the GMAC like to do in 2025?
- How often should the GMAC meet in 2025?
- Does GMAC want to establish new working groups, even before knowing the outcome of the DPU Order?
 - What types of working groups?
 - What support do we need for new working groups?

Other Discussion Areas

- Any other issues or items the Executive Committee would like to discuss?

Close and Next Steps

- Next Executive Committee Meeting: August 9th, 2024, 11 – 12:30 PM

Back Up: Engagement Materials Level-Setting Context

- Massachusetts has set ambitious decarbonization targets.
- Transitioning to electric heating and more electric vehicles will strain the current grid, requiring expansion.
- Eversource, National Grid, and Unitil, create Electric Sector Modernization Plans (ESMPs) to upgrade the grid and handle higher demand.
- The Grid Modernization Advisory Council (GMAC) gathers stakeholder feedback on these plans; the first of which were [approved, amended, rejected] by the Department of Public Utilities on [August 29, 2024].
- Moving forward, the GMAC proactively seeks public input to help inform the development of future ESMPs.
- **This information is the foundation of messaging. Consumers need to understand that electrification is occurring and that the way the grid is planned has tremendous impact on our energy use. These materials provide is the importance of grid planning and how the GMAC/ESMP processes address the interrelated concerns of energy consumers.**

Back Up: Audiences and Messages

The overarching message to all audiences should address the following questions: **What is the electric grid? Why should we electrify? What are the challenges?**
 The main takeaway that these materials provide is the importance of grid planning and how the GMAC/ESMP processes address the interrelated concerns of energy consumers.

Audience	Goals for All	Specific Target	Key Message
Residential: General	1. Inform on ESMP/GMAC processes		<ul style="list-style-type: none"> Raise awareness of grid modernization and address concerns regarding costs, reliability, and the environment
Residential: LMI			<ul style="list-style-type: none"> Raise awareness of grid modernization and address concerns regarding affordability, reliability, and air quality (health) Raise awareness of clean energy incentive programs (links to MassCEC)
Communities Hosting Grid Infrastructure	2. Offer context of grid modernization to consumer activities	Encourage engagement with the EFSB's proposed Office of Community Engagement	<ul style="list-style-type: none"> Inform communities of opportunities to participate in siting discussions, which could include Community Benefits Agreements (CBAs). The CESAG might offer communities an opportunity to develop CBAs and/or participate in discussions about hosting infrastructure.
Towns, Developers, Universities, Large Businesses	3. Sign up for GMAC listserv	Engage with the GMAC in taking a proactive role for future ESMP development	<ul style="list-style-type: none"> Keep audience informed about the implications of DPU Order and subsequent ESMP phases. Educate and inform on the status of interconnection and grid capacity planning
Small Businesses	4. Provide public comments at GMAC meetings/events		<ul style="list-style-type: none"> Raise awareness of grid modernization and address concerns regarding affordability/rates

Back Up: 2024 Engagement Materials Timeline

