**Shelburne Energy Committee**

Meeting Minutes: August 31, 2022, 6 pm

**Present:** Tom Johnson, Pat Stevenson, Andrew Baker, George Boettner

Staff: Cynthia Boettner

Guest: Emily DeVoto

The meeting was brought to order at 6:10 pm after some initial zoom complications.

This was a very short, special meeting to refine a draft Memorandum of Understanding (MOU) to be established between the Shelburne Energy Committee and Home Performance Contractors (HPCs). The HPCs would provide services to Shelburne residents associated with the Mass Save Community First Program of weatherization and electrification of home heating and cooling systems. Committee members discussed a draft of the MOU originally drawn up by John Walsh and edited by Tom Johnson. Andrew Baker, Cynthia Boettner, George Boettner, and Pat Stevenson all contributed to further editing of the document. A motion by Andrew Baker to approve the resultant MOU, seconded by Pat Stevenson, was passed unanimously. The MOU is included with these minutes, below. Energy Advocate Cynthia Boettner will submit the approved MOU to All In Energy for their review before we approach HPCs for their participation.

Emily DeVoto, a Shelburne resident, expressed interest in becoming a member of our Energy Committee. Tom Johnson will email the Town Administrator to request that the Select Board appoint her to our committee.

A motion was made to adjourn the meeting at 6:50, seconded and approved.

**Town of Shelburne Energy Committee Memorandum of Understanding with Home Performance Contractor’s**

The Town of Shelburne Energy Committee is in the midst of a three-year campaign (2022-2024) funded by Eversource through the Community First Partnership and administered by All In Energy, designed to leverage local knowledge, trusted relationships, and experience to increase awareness and measurable participation in the Eversource residential energy efficiency offerings among all customers, with an emphasis on the following target groups:

* Renters and landlords
* Residents whose primary language is not English
* Moderate income residents (defined as 60–80% of state median income)
* Small businesses

The program’s overall goal is to increase the participation levels in energy efficiency programs, specifically:

* residential weatherization (Wx)
* heating and cooling (HVAC)

The Shelburne Energy Committee seeks to enter a Memorandum of Understanding (MOU) with approved and in good standing Home Performance Contractors (HPC) to provide marketing support, customer intake and triage, and direct service related to the ongoing campaign to promote and coordinate delivery of energy assessments, weatherization and HVAC upgrades in 1-4 family residential buildings. We seek vendors to leverage existing utility and state programs and create processes that remove barriers to serve the above-mentioned target groups.

There will be no financial relationship between the Town of Shelburne and the HPC. It is expected that all activity executed by the HPC on behalf of the program will be funded through the HPC’s marketing budget with the assumption that the Town of Shelburne’s and the HPC’s co-branding will increase the efficiency and effectiveness of the HPC’s marketing expense and provide access to new sets of customers.

As a party to this MOU, the Shelburne Energy Committee agrees to make available marketing materials designed and provided by the HPC at all tabling activities sponsored by the Shelburne Energy Committee.

**Scope of Work:**

Task 1 - Marketing and Outreach:

Though residents will be allowed to access programs through any allowed pathway or vendor, the Shelburne Energy Committee will guide households to selected HPC’s as one of the primary entry points for moderate income and market rate energy assessments. All marketing pieces using the Town of Shelburne’s name, or referencing the affiliation, must be approved by the Shelburne Energy Committee and its designated representative, All in Energy.

Marketing efforts might include:

* Field marketing through tabling at public events or door-to-door canvassing
* Direct mail via letters or postcards to Shelburne residents
* Digital advertising via search engines, social media, and online advertising
* Reverse 911 messages
* Print advertising
* Radio advertising
* Public displays such as banners or billboards
* Presentations to civic groups

The Shelburne Energy Committee will collaborate with the HPC on additional ideas to connect residents with no-cost energy assessments, such as mobilizing volunteer resources to support outreach efforts and encourage collaboration.

Task 2 - Customer Intake and Service Delivery:

The HPC should maintain a call center capable of handling inbound calls and making outbound calls to interested residents identified by the the Shelburne Energy Committee’s campaign. The HPC should have a customized protocol for scheduling energy assessments for all interested and qualified residents , including:

* Landlords of 1-4 unit buildings
  + With multiple properties
  + With mixed income tenants
* Renters in 1-4 unit buildings
* Moderate income residents who are eligible for enhanced weatherization incentives

In addition, the HPC must have a process to refer residents who are not qualified for a Home Energy Assessment (HEA) to appropriate programs / vendors including:

* Income-eligible customers (low income households who qualify for the Income-Eligible Program through Community Action Pioneer Valley)
* Customers that live in buildings or associations with more than 4 units
* Customers that had program visits within 2 years and/or have completed all eligible weatherization measures but are interested in or qualified for HVAC upgrades

The HPC should be able to deliver equitable service to all qualified customers that may include:

* A process for renters who desire to benefit from the program, but do not want to involve their landlord
* A good faith effort to communicate and deliver services to people for whom English is not their first language.
* A process to refer customers to upgrade their HVAC systems that aligns with program prioritization of heat pumps

Task 3 - Data Sharing:

The selected HPC must provide data on all customers served to the Shelburne Energy Committee in accordance with the outline below (including data of those customers referred to other vendors). Thereby, actions taken by customers served by the HPC can be attributed to the joint marketing campaign. HPCs should also create a protocol to capture customer permission to share information about their requests for services and the results of those services with the Shelburne Energy Committee. The Shelburne Energy Committee staff may follow up directly with customers to capture their satisfaction with services and/or identify ways to improve service.

Data will need to be shared with the Shelburne Energy Advocate and All In Energy at least on a monthly basis.

Served Customer Data

Please provide the following information:

Contact name: Last, first

Service address, including unit # if applicable; rented or owned

Contact phone number

Contact e-mail

Account holder name (if different from contact requesting service); Last, first

Account holder phone number

Account holder e-mail

Preferred language of contact requesting service

Preferred language of account holder (if different from contact requesting service)

Inquiry status, e.g.:

* HEA scheduled
* HEA not scheduled (need additional information/customer action
* Customer action
  + Referred to multi-family (5+)
  + Referred to low-income program
  + Referred to small business program
* Business
  + Inactive – not interested
  + Inactive – had HEA within past 2 years
  + Inactive – Out of service

Status of HEA

* Date completed
* Scheduled future date
* Canceled (If canceled, provide reason)

Result of HEA

* No opportunity
* Contract presented, unsigned
* Contract presented, signed
* Health and safety barrier

Health and safety barrier detail

* Knob and tube (minor)
* Knob and tube (major)
* Combustion safety failure
* Asbestos
* Vermiculite
* Mold/moisture
* Dirt floor basement
* Unvented bath fan
* Other

Primary heating fuel at service address

Status of Weatherization

* Scheduled date
* Completed date
* Canceled – if so, reason for cancellation

Instant Savings Measures

* List of ISMs
* Cost of ISMs
* Projected savings
* Cost and projected savings from insulation and air sealing

Either party can void this MOU at any time by giving written notice to the other party.

Thomas Johnson

Title: Chair, Shelburne Energy Committee

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HPC Name

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Signed by:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_