

Energy Team
October 5, 2010
5:00-7:00

Members Present: John Reuthe, Elery Keene, Ken Fletcher, Tom Tietenberg, Jim Shipsky, John Joseph, Charlie Holly, Mike Heavener, Dana Fischer (Efficiency Maine), Dick Thomas, Linda Woods

1. Charlie demonstrated a wood moisture meter.
2. John Reuthe reviewed his recent activities.
 - Acquainting people with the program
 - Currently no publicity; therefore, John R will be using John J's students to assist with this
 - Thomas will also help with web site development and tag onto Waterville's & Winslow's web sites.
 - Sept. 21—Kick-Off Meeting: about 20 contractors & auditors attended
 - Has met with Charlie & will continue to do so to get feedback
 - Meets with Mike R & Mike H monthly
3. Dana (Project Manager for our EECBG grant from Efficiency Maine)
 - RFP for service provider to run original process is out. Bids by 10/22
 - Goal: Start loans mid to late November
 - Rule making procedure in progress
 - 30 day period for revised version ends 11/5
 - 11/15 tentative pass date from government officials
 - Waterville should pass PACE this evening at City Council meeting. Winslow is working to pass it.
 - PACE will dovetail with existing home-energy savings programs.
 - Sequence: owner—advisor—audit—model—prioritized list
 - \$1500 for 25% savings; \$3000 for 50% savings/ reserved for 90 days
 - Call Center will conduct the interview process and relay this to the customer. Hoping all banks will provide closing services.
 - Establishing a registry of companies that qualify to do PACE projects
 - Should be no fees to homeowners
 - Term on loan can not exceed the life expectancy of improvements. Probably 15 years maximum
 - May be transferable to new owner depending on circumstances
 - Credit-rating is not a requirement. A credit report is informational; therefore, pre-qualification requires one.
 - A number of financial institutions in Maine have expressed interest in this program.

Discussion with Dana:

John R: 30.9% of housing in WTVL is multi-family dwellings.

Dana: Up to 4 units covered through Home Energy Savings Plan (HESP)—units of more than 4 (up to 12?) may be considered on case-by-case basis depending on the structure of the house

Ken: Depends on whether heat is provided or not

Dana: Depends on the market pressure

John J: Anything up to 4 units is a plug in.

Consensus: hold to 4 units for SMMC purposes

John J: Original plan includes incentive package that includes milestones. need a definition of what is weatherization

Dana: 25 % is achievable. SMMC's efforts shouldn't hinge on projects going through. Objective is to get the work started. Won't play games with how the money is distributed.

Ken: This is a pilot project.

Dana: All these grants were written before PACE & HESP. Wants to use these EECBG grants as pilot projects

John J: feds funding states. How can municipalities help?

Dana: By having municipality pass the ordinance allows for a channel for education

Jim: How could the home owner have a zero % loan?

John R: met with Peter Wintle & Peter (last name?) to discuss getting interest rates lower

Dana: through final analysis, sustainable interest might buy down interest rate to get program started and loans established; revolving loan fund

John R: What happens if someone has a 4 unit house?

Dana: \$15,000 (for entire building, not unit) doesn't go that far. Eligible for up to \$3000/unit with 50% savings.

Dana: One phone call to auditor & trip to bank saves home owner a great deal.

Ken: People make huge loans for boats that depreciate. Yet for something that has return in investment and won't cost anything, they aren't as likely to commit. What can we do to get people to take that jump?

4. Back to John Reuthe

- Done 8 in-home consultations
- Home owners want a plan because they are unable to do all of this in one year.
- Done 9 audits. Most audits have been done by Charlie.
- **John R:** What data needs to be kept? Can we get access to entire audit? Dana isn't sure.
- **John J:** First thought pre-cursor to audit. Now appears leads come from audits. Consultation with homeowner to help with forms, etc. What info do we need to be effective? Have the people call SMMC as opposed to Mike R or Mike H if they have questions/complaints
- **Dana:** this sounds good
- **Tom:** need data on who does not follow through
- **John J & Dana** agree on the importance of data collection (esp. what does not work). **Dana:** They'll know the savings & parameters etc. interested in how

many phone calls it takes to get a turn around. Would like to see this piloted to use in other places

- **Tom:** not only number, but characteristic demographic data on those who do not follow through/ characteristic of homeowner/ age of house
- **Dana:** be sure of privacy/ does not want names & addresses
- **Ken:** concerned about those who won't take the initiative themselves
- **John J:** send letter to Catalyst participants/ Linda will use this article as the cover story of the upcoming newsletter./ This will be added to the agenda for the January annual meeting.
- **Mike H:** It will cost us more to do nothing.
- **Dana:** Every house except those with dirt basements with water can benefit from this program.
- **John R:** How do we feel about using phone marketing by Thomas students?
Ken: maybe do a thousand houses/ use a script
Tom: don't identify as a student—"I'm calling on behalf of SMMC...."
Ken: wait until after November
Dick: suggests saying "Important to let people know, John is not getting money to do this. I'm here to help you save money and get rebates. You don't have to do this alone."
Elery: Look up how much you spent on fuel last year. What is the size of your house?
Dana: There is a table of dollar per square foot of cost
Tom: Can get the size of house from GIS
John R has Waterville's & Winslow's data. A lot of public access data.
Tom: use noticing ice dam as indicator
Jim: suggests saying "If you are spending more than \$1500,"
Dana: Ask oil dealers' association to provide customers with three year data of oil consumption
John J: recommends that John R talks to Spring Brook/ This is a possible job for them.
Ken: Oil dealers now called Maine Energy Marketers

Next Steps:

Dick: consult with John R on script

Linda: send promotion piece to John J, Ken, Mike H

Mike R: put Energy Team presentation on agenda for annual meeting

The next meeting is **Tuesday, November 9 at 5:00 in the IT Room** (i.e., the larger room two doors down from the Mayor's Conference Room in Waterville City Hall).

