

**Clean Energy Finance and Investment Authority and  
Connecticut Energy Efficient Fund  
Joint Advisory Committee Meeting  
Minutes – Special**

**Wednesday, September 5, 2012**

A special meeting of the **Clean Energy Finance and Investment Authority (“CEFIA”) and the Connecticut Energy Efficiency Fund (“CEEF”)** (the “Joint Advisory Committee”) was held on September 5, 2012, at the office of the Public Utilities Regulatory Authority, 10 Franklin Square, New Britain, CT.

1. **Call to Order**: Bryan Garcia called the meeting to order at 2:05p.m. Joint Advisory Committee members participating, included, Bryan Garcia (CEFIA Board), Norma Glover (CEFIA Board), Jaime Howland (CEEF Board), Dave Ljungquist (CEFIA), Art Marcelynas on behalf of Deputy Commissioner Dykes (DEEP), , Rich Rodrigue (DEEP), and Bob Wall (CEFIA).

Others: Jessica Bailey (CEFIA), Chris Kramer (CEEF), Pat McDonnell (CEEF), and Jeff Schlegel (CEEF) on the phone, and Ron Araujo (CL&P), Eric Brown (CBIA), Mackey Dykes (CEFIA), and Cindy Jacobs (DEEP)

2. **Public Comments**: There were no public comments.

3. **Approval of Meeting Minutes**:

Mr. Garcia asked the Joint Advisory Committee members to consider the minutes from the June 18, 2012 meeting.

**Upon a motion made by Ms. Glover, seconded by Mr. Howland, the Joint Advisory Committee members voted unanimously in favor of adopting the minutes from the June 18, 2012 meeting as presented.**

4a. **Committee Updates – Residential Update**:

CEFIA staff provided an update of its residential solar PV program. CEFIA is well into step 2 of its residential PV program. In step 1, 90% of rebates went to local installers in the form of rebates. Step 2 created 2 separate runways, one for rebates and one for incentives for third party installers. Ms. Glover noted that we should have a target for third party installs. Overall, Mr. Garcia said the program is ahead of targets.

Mr. Ljungquist provided an update on the CEFIA Solar Hot Water (SHW) program. The residential program has gone slowly, while the commercial program was fully subscribed in the latest (August 24<sup>th</sup>) round of competitive proposals. At the current rate of applications, funding will last beyond the end of the year. Mr. Ljungquist noted he thought changes to the incentive structure from the ARRA program were responsible for the slow-down in the residential program. Ms. Glover noted this is a re-emerging technology and should be marketed as such.

CEFIA is considering expanding the residential SHW program to include financing. Incentives are lower on a per project basis than for solar PV. The technology could be deployed without any subsidy but suffers from a fragmented installer base and lack of marketing. Mr. Howland asked about displacing different fuels and the group discussed the economics of different conversions to SHW.

Mr. Ljungquist mentioned that the Home Energy Solution (HES) field service tool doesn't include solar PV or SHW. The tool could be used to evaluate the suitability of the site and the economics for both technologies in general terms, and to make the homeowner more aware of these possible renewable energy alternatives. The group discussed what the current tool does and how CEFIA handles solar inquiries and how their vendors do the calculations. The HES vendors aren't paid to collect the information. Mr. Araujo suggested that Mr. Ljungquist should address the next meeting of HES installers. In addition, the HES vendors should have the list of CEFIA-approved installers to refer customers to.

Mr. Howland asked how the utilities are driving customers to deeper saving. Some measures taken are 0% interest loans for insulation, modified incentive rates for air and duct sealing, and a new scorecard for vendors on MMBtu savings per home. Ms. Glover asked about the opportunity for public feedback on HES vendors and the group discussed various methods of doing this such as Facebook and customer feedback surveys. The group also discussed other data that is collected on customers and how it could be used. Ms. Jacobs discussed the need to build a comprehensive customer data set or warehouse between CEEF and CEFIA. Mr. Garcia agreed and noted this as a potential area of future action between the organizations. Mr. Araujo will send around a copy of the monthly data and evaluation results.

Mr. Ljungquist said we must communicate with customers to familiarize them with the economics of deeper upgrades before the HES audit. This could make them more receptive to the recommendations of the HES vendor. The group discussed marketing and other methods to increase customer knowledge about the benefits of comprehensive efficiency upgrades.

Mr. Garcia and Mr. Araujo discussed the idea of organizing a matchmaking event between solar PV and SHW installers with HES vendors. Mr. Araujo noted that CEEF has organized similar matchmaking events between insulation and HVAC installers. It was suggested that the matchmaking event between CEEF and CEFIA might focus on SHW and weatherization contractors.

#### **4b. Committee Updates – Commercial & Industrial Update:**

Ms. Bailey gave an update on CEFIA's implementation of Commercial Property Assessed Clean Energy (CPACE). The target launch is January of 2013. CEFIA has been working with towns to develop the legal framework for CPACE implementation. Bridgeport and Norwalk will be moving forward with CPACE in the near future. CEFIA is developing the technical guidelines for what CPACE can finance. CEFIA is also developing the financial guidelines for the program. CEFIA is also working to increase knowledge of CPACE around the state. Ms. Glover asked about goals for the program. Ms. Bailey noted that targets will be set based upon how many towns actually pass CPACE resolutions and determine what the base will be for CPACE. Ms.

Bailey will send around the draft resolution and agreement between CEFIA and participating CPACE cities and towns, as well as the draft technical guidelines for project eligibility.

Mr. Araujo said that uptake in their commercial programs is increasing and they look forward to working with CEFIA on financing upgrades through CPACE. Mr. Araujo also noted that the PURA Bank of America loan offering should serve as a benchmark for C&I financing over \$1 million and should be included on the financing matrix. Mr. Brown noted that a survey of some of their members revealed a strong desire to finance efficiency through a CPACE-like program. The group discussed more of the metrics, targets and financing for CPACE.

**c. Committee Updates – Marketing Update:**

Mr. Schlegel gave an update on EnergizeCT, a joint marketing effort of CEFIA, CEEF and DEEP. The key components are a website, collateral, and brand guidelines. The overall goal is to have a brand that bridges all the work of the partners. The initial schedule was to launch the website in late October but more time is being spent working on the website so the launch may be pushed to November or early next year. The group discussed potential mass media marketing efforts and the transition for all the groups moving from individual organization branding to the EnergizeCT brand. The importance of making the marketing effort long-term was emphasized. Ms. Glover noted the need for Energize CT to be presented to the CEFIA Board of Directors.

Mr. Wall discussed progress on CEFIA's Solarize program. Solarize offers reduced price for PV systems based on aggregated demand. CEFIA worked with the towns on an installer selection process and are now having launch events in each one. Mr. Wall noted many customers won't be eligible for a PV system so CEFIA is encouraging efficiency. A second round will happen next year. Mr. Garcia noted that the target Solarize price level was \$4.25 per watt and the program has already beat that opening up at \$4.00 per watt and decreasing down to \$3.50 per watt.

Mr. Wall provided an update on the Clean Energy Communities Program. There will be at least 4 workshops this fall and the program is beginning a monthly newsletter.

Mr. Garcia talked about a successful Neighbor to Neighbor event earlier that day and the program partners acknowledging the support of CEEF and CL&P.

**5. Financing Programs:**

The CEEF presented its list of financing programs. Mr. Howland highlighted the need for lower cost capital. Mr. Araujo noted that the PURA financing program should be included on the list.

Mr. Garcia discussed CEFIA's Clean Energy Business Solutions program, a fund for strategic energy investments for CT's economic development. This program is in design with DECD and will ultimately be an economic development tool for the state.

CEFIA is in discussion with the Bridgeport Project 150 fuel cell program and the group discussed current and past efforts on this project.

Mr. Howland asked about CEFIA's EE loan program and efforts to ensure it wasn't overlapping with CEEF programs. Mr. Garcia gave background on program development and explained the program will target low-income homes. Mr. Garcia also discussed other models to finance EE such as partnering with credit unions or pilots on customer acquisition with Next Step Living. Mr. Howland emphasized the need to coordinate with the CEEF programs.

6. **Adjournment:** The meeting was adjourned at 4:05 p.m.