

North Haven Clean Energy Task Force
Minutes
January 13, 2014

In attendance: David Cooper, Letty McPhedren, Sarah Baird, Richard LoPresti, David Yaccarino.

By invitation: Peter Callan of Lantern Energy, Ben Koren and Will Fogel of First Step Living, Sheri Borrelli of UI.

The December minutes were passed unanimously by the Task Force.

The meeting was chaired by Letty, who asked for questions or comments about the meeting last month with First Selectman Mike Freda.

Sheri Borrelli then led a discussion about the ongoing North Haven Home Energy Solutions (HES) campaign and the upcoming HES Forum on February 1, 2014, which will take place in the Community Room of the Library from 10am-1pm. HES vendors will be present at the Forum and will be ready to take sign-ups for HES and IE-HES. The vendors will also be able to talk to residents and businesses about the Small Business Energy Advantage (SBEA) program and solar advantages. CEFIA will not be present at the Forum but the vendors and UI representatives will have a working knowledge of the CEFIA programs.

Sheri provided the Task Force with 250 copies of a flier that is to be distributed to residents and businesses. The Task Force members committed to helping with both the electronic and print distribution of the flier. The Task Force thanked her for the informative and attractive flier. Sheri also said that a media advisory had been sent out to the appropriate outlets in the area in order to further publicize the HES Forum. Caroline will reach out to local bloggers about the event.

Sheri also distributed to the group a handout compiled by UI and the HES vendors, which summarized potential action points and priorities of the North Haven HES campaign. David asked about how different communities reach out to the residents and businesses. Sheri responded that all communities do things differently and that the document is a compilation of best practices. She recommended that the Task Force assigns people to the specific tasks with deadlines in order to accomplish specific goals set out by the Task Force.

A discussion of Solarize CT and the CT Solar Challenge Program followed. North Haven does not currently participate in either program. The former is a CEFIA statewide program, while the latter is a contract signed with a private solar company. The First Selectman has already signed on to the ZREC and LREC programs, but this is different than the Solarize CT program, (which involves a grant RFP process).

David Cooper asked if being a part of the programs would give residents a benefit rather than going independently to a vendor. Will responded that in order to get the solar rebates, a resident must first go through a HES and will then be advised about the potential rebates for solar.

Solarize CT, however, does have tiered pricing on the municipal level - up to a certain kWh amount installed at one price, and the price is lowered as there are more systems installed. (Hamden is doing this).

Letty asked that the vendors bring HES and solar equipment to the Forum so that the residents can see the equipment and can better understand the HES process. Sheri would like there to be two distinct tables for the vendors - one for solar information and one for HES equipment and

information. Letty explained that the vendors and Task Force members can have access to the Library room for set up at 9:30am. A discussion followed about the agenda for the Forum.

The HES Forum working group decided on a draft agenda for the Forum.

10:00am	Mike Freda will give a welcome at 10am and kick off the Forum with a summary of the energy and efficiency success of North Haven to date.
10:10	David Yacarino will welcome the residents
10:20	Kenny Foscue, will explain what the Task Force does and its successes
10:30-10:45	Richard LoPresti will give an introduction to HES, IE-HES and SBEA with case studies of businesses
10:45-11:15	Lantern Energy will talk about SBEA and IE-HES
11:15-11:45	Next Step Living will speak about HES, Solar and insulation
11:45-12:15	questions and answers for the speakers
12:15-1:00	

The vendors explained that what is done during a HES can be perceived as being personal and somewhat invasive, but they can explain to the residents who is coming to their home, which can help to reduce the barriers that keep some people from doing the HES. The vendors will bring in some of the contractors and will explore doing something as an incentive for the residents.

Letty asked Sheri if the Bright Ideas Grant could be used to offset the HES costs, but Sheri explained that the co-pay has to be collected from the customer first. Then the town could give a rebate, but this is a complicated, time consuming and costly process.

Sheri said that UI was moving forward with a contract with the town for programmable thermostats, but there may be a change of plan by the town. UI will continue to pursue this.

Letty will bring a slide projector and will invite the press to the Forum.
Sheri will make up an agenda for the Forum.

Sheri reported that the HES letter was sent to over 9,000 residents. UI and the vendors already have received more than 40 inquiries. 3 HES have been scheduled.
Sheri asked if the Task Force was willing to mail out promotional items to our own email lists and to friends. Richard noted that members can attach the electronic invitation and send it to businesses. The Task Force members agreed to send out fliers to people in the neighborhood and to bring them to local businesses.

Will and Ben recommended that the Task Force cultivate HES ambassadors - influential people in town who are willing to have HES visits and promote HES at local organizations such as PTA's.

Other promotional materials include the HES sign that is going up on the town green for a week every month. There will also be an informational HES Forum sign on the green during the week before the Forum.

On January 22 or 23 a representative from UI and the HES vendors will have an hour on the local TV channel to promote the campaign and the Forum.
Rep. Yaccarino will be the moderator.

Other HES campaign ideas were discussed as outlined in the Campaign Elements three-page handout. Closer to Earth Day the Task Force and UI will send a HES flier home with all North Haven students and will try to have other promotional events including perhaps an effort with the police and/or fire departments.

Members of the Task Force and HES campaign partners would like to investigate working more with Project Green at the High School. A discussion about canvassing followed. The town feels strongly that there should be a town member with the vendors, if a canvassing campaign is developed. The Task Force will discuss whether or not to have canvassing for the HES campaign.

Sheri would like to make sure that Project Green is educated on all of the energy and efficiency projects North Haven currently participates in so that the High School students can discuss with residents the local opportunities and successes.

After Sheri, Will, Ben, and Peter left, the Task Force continued with its monthly meeting.

Richard noted that the Next Step Living approach to canvassing may be too aggressive and that we need to have a Task Force member or other town resident with them to be the lead. If the Project Green kids participate, Sheri will provide them with talking points. Task Force members could also help to canvas. David noted that the students do well with sign ups at elections.

Richard said that game time didn't work because the students weren't prepared and the venue was wrong.

Refreshments - David and Richard will ask for food donations from business for the Forum.

Regarding the Middle School Building committee, Letty would like to have Task Force input toward making the new building energy efficient and green. Letty spoke with the firehouse architect and he pointed out that the firehouse buildings with new roofs will be able to support solar panels. He said that he would be happy to write a statement to the middle school building committee about green building practices. The middle school will be built as a hybrid model - adding on to the new school while old part is renovated

Benchmarking - Adam is being replaced by Jessica Zieliuski to finish up the benchmarking. Sometime thereafter, there will be a benchmarking training for members of the Task Force. It is the opinion of the Task Force that a town employee should also be present for the training.

The meeting was adjourned at 8:48pm.

Respectfully submitted by Sarah Baird.