

Weatherize Concord 2020 Planning Meeting  
Friday March 20, 2020 | 1pm - 3pm  
Virtual

**Attendees:** Concord Energy & Environment Advisory Committee (EEAC); Liberty Utilities; Unitol; Residential Energy Performance Association (REPA); Weatherization Businesses

- **EEAC:** Carl Cooley, Councilor Rob Werner, Kelsey Sullivan, Henry Herndon, Councilor Meredith Hatfield, Dot Currier, Jerry Eaton, Chuck Willing
- **Resilient Buildings Group:** Dana Nute
- **ABC Energy Solutions:** Bob Eldridge
- **Quality Insulation:** Michael Russell; William Castner
- **Liberty Utilities:** Matt Minghella
- **Unitol:** Ben Stephenson

**Agenda:**

1. Welcome & Introductions (1pm - 1:10pm)
2. Introduction to Weatherize Campaigns in New Hampshire (1:10pm - 1:25pm)
3. Baseline Concord & Goal Setting (1:25pm – 1:45pm)
  - a. Recent residential participation in NHSaves efficiency programs
  - b. Concord's unique community context
    - i. 2018 population: **43,412**
    - ii. Number of housing units: **18,378**
    - iii. Owner-occupied housing unit rate: **54%**
    - iv. Percent single unit: **49%**
    - v. Median house-hold income: **\$62,967**
  - c. Brainstorming activity: Mapping Concord community characteristics (neighborhoods, community groups, medias, events, assets, etc.)
4. Goal Setting:
  - a. Residential Goal: **Double 2015-2019 avg. annual baseline of 38 to 80? 100?**
  - b. Low-income Goal: **[insert low-income goal here]**
  - c. Secondary: communicate NHSaves program options to **commercial** sector.
5. Train Map of the Home Weatherization Process (Map process, identify areas where EEAC can provide support) (1:45pm - 2:10pm)
  - a. Getting on the train
  - b. Complete a Home Heating Index
  - c. Schedule and complete an energy audit, and receive an audit report
  - d. Booking your home Weatherization
  - e. Tracking participation throughout the train journey
6. Mapping a Calendar/Timeline for Weatherize Concord 2020 (2:10 - 2:25pm)
  - a. Planning: establish "Core Team," volunteer roles, number of "waves," and calendar
    - i. March, April
  - b. Launch event(s)
    - i. Initial Virtual Launch in May/June? In person Launch later in Summer or in September?
    - ii. Fall is very busy for Contractors. Summer is great time to market for contractors.
  - c. Execute outreach calendar & outreach strategies
    - i. Summer Outreach Calendar?
  - d. Target dates for: (1) scheduling audits; (2) implementing projects

- i. July?
  - e. Take a break!
    - i. August?
  - f. The “Push”
    - i. September?
  - g. The Deadline
    - i. October 1?
  - h. Celebration & Prizes
  - i. Take another break!
  - j. Wave #2?
    - i. January 2021!
- 7. Next steps (2:25pm – 2:30pm)
  - a. Volunteer Team: Virtual Meeting April 1
    - i. Roles of volunteer team
    - ii. Timeline – Build Outreach Calendar
  - b. Utilities
    - i. Share “In The Queue” likely candidates to complete Wx Jobs.
  - c. Wx Businesses

**Note:**

- Communication is key for successful weatherize campaigns, among the volunteers, contractors, utilities and communities
- Liberty is electric in Upper Valley, with a smaller energy efficiency budget. Had to create a waitlist, and it caused some challenges in the Upper Valley. Concord is Liberty Gas, which has a larger budget. Relates to importance of communication and setting accurate expectations among all participants.
- Utilities have suspended program activity for 2 weeks at least for in home services.
- Quality Insulation: Wx Campaigns are very effective and we are excited to participate.
- Start with Weatherize Concord, focused campaign, then potentially branch out to surrounding region.
- Previous campaigns set and achieved a goal of doubling annual baseline for residential Wx jobs.
- Budgets have been increasing in the past 2 to 3 years, so there is much more funding, more opportunity to do marketing and outreach. Electric and gas budgets are larger, utilities have funds to put into a Weatherize Campaign
- Visual Audit Program is another program available to residents who do not qualify for HPwES.
- Multi-Family Low Income requires engagement with landlord. EEAC can support.
- How can we streamline data sharing for “in the queue” between utility program admins and EEAC? Can share general updates, quantities, people in queue, people waiting, that kind of information; and keep on open communication with volunteer team.
- Liberty works with Horizon, EE Implementation Vendor, they handle all that work (getting customer’s engaged, enrolled, engaging contractors). A conduit of information.
- Until uses Horizon too.
- Goal: Capture all income scales – do Low Income Work.

1. What is a realistic goal for Weatherize Concord?
  - a. TBD. Maybe Double from 38 to 80 Wx jobs.
2. What Concord community characteristics should factor into a weatherize campaign plan? (e.g., geography, neighborhoods, community groups, medias, events, assets)
  - a. Online resources: Facebook, NextDoor, other apps to connect with neighbors and share information; have info on plumbers and electricians; revitalize EEAC Facebook page; assign volunteers to specific roles
  - b. Concord Patch as an outlet to promote Weatherize Concord (via Guest Column, by reaching out to Tony Chanella); multiple media pieces along the way, assigned to different volunteers, logged in the calendar.
  - c. Concord Monitor, Earth Day Article, preview the program
  - d. Using the City Website
  - e. The Library has newsletters and other manners of disseminating information
  - f. Fliers in the Library and other places. Hit all the medias.
  - g. Low Income communities, have a volunteer or group of volunteers assigned to low income outreach.
  - h. Moderate Income Program by utilities (80% rebate, 20% out of pocket); opens up more funding through a loan and utility "On-Bill Financing" (i.e., no money down, pay through charge on energy bill). **What is moderate-income definition?**
  - i. Water bills – include a flier and info sheet on the water bill.
  - j. Are we trying to engage land lords? How? If the landlord pays the bills, they will do the programs. If the tannate pays the bills, there is no incentive for the landlord. Only in severe situations.
  - k. Target outreach strategies/events to each Concord Barrio:
    - i. Penacook, Downtown/West Concord, Loudon Road / Heights, South End, East Concord
  - l. Banner on Loudon / Main?
  - m. Businesses: Concord Food Coop, Bonafide, Red River Theater – community-based businesses would be partners in promoting. Their customer base would be interested. Perhaps they can host a sign-up sheet/computer? And offer a gift-card as a prize for participants to be raffled off?
  - n. In-Town Concord; Kent Street Coalition; Chamber of Commerce; other community groups.
  - o. Probably focus on residential and low-income, and do some secondary outreach to commercial through the Chamber (have clear information for businesses, nonprofits, renters, about the programs that are available to them).
  - p. Canvassing
  - q. Brochure, Tri-fold, handout, mailer
3. What community engagement and outreach strategies can EEAC conduct along each step of the way to improve customer experience and increase participation? (Low Income programs have an additional step of working with the CAP Agencies (which would be step 1.5); (option for "Enroll" – reach out to Horizon and Horizon walks them through that process).
  - a. Learn:
    - i. (many outreach strategies listed above)
    - ii. EEAC has list of folks interested in Concord Energy Issues. "Walk list" of targeted homes.
  - b. Enroll:
    - i. Drive traffic to Horizon who can assist with enrollment

- ii. Need clear idea of what information a customer needs to enroll (12 months of heating data; **conditioned** square footage (e.g., unfinished basement is not included))
  - iii. Liberty and Horizon have access to the billing data for homes that heat with gas
  - iv. Unitil and Horizon have access to data for folks who heat with electric
  - v. Propane will require an additional step or two; how to engage with fuel oil providers? Typically fuel companies don't provide prior tenants data; customers can ask for data in aggregate, instead of month by month, and fuel providers can provide overall consumption number.
  - vi. Folks who are not computer savvy have trouble enrolling on the website through the HHI
- c. Audit:
- i. Phone banking
  - ii. Set a goal for "have your audit scheduled/completed by X Dated"
- d. Implement:
- i. Phone banking, deadlines.
  - ii. Set a goal for "have your audit scheduled/completed by X Dated"
  - iii. Prizes, raffles, gift cards (e.g., \$500 raffle) (Use Concord Food Coop and/or Bonafidas who hosts a "Sign up for Weatherize Concord" at their business)
- e. Celebrate: and use the outreach as an opportunity to keep folks aware of the next forthcoming campaign.
- i. Some merit to two waves of weatherize, so we are all experts by round 2.
  - ii. Need to decide on our messaging on "What is the next campaign?"; Is it Weatherize Wave 2? Or Solarize? Or recycling education?
- What are the different roles that members of the volunteer EEAC team can play?
4. Other Notes: