

SEU Advisory Board

Meeting Minutes

Monday, April 4, 2011

I. Call to order

Keith Anderson, Chair called to order the meeting of the SEU Advisory Board at 10:20 am Monday, April 4, 2011 at the John A. Wilson Building, 1350 Pennsylvania Avenue, N.W., Washington, D.C.

Roll call

SEU Advisory Board: Keith Anderson, Brenda Pennington, Rick Morgan, Larry Martin, Bernice McIntyre, Chris Vanarsdale, Evan Tyroler, Dr. Donna Cooper, Allison Archambault, Jermaine Brown, Daniel Wedderburn

Absent Board Member(s): John Mizroch, Joseph Andronaco

Other Attendees: Taresa Lawrence, Dan Cleverdon, Lynora Hall, Lolita Perry, Lance Loncke, Nina Dodge, Cliff Majersik, George Nichols, Sandra M. Frye, Lilia Abron, John McGregor, John Wickham, Pratigya Upaduyaya, Jack Werner, Olayinka Kolawole, Jeremy Faust, David Leipziger, H.Carballo, Gail Montplaisir, Loretta S. Caldwell, David Barash, Donnel Baird, Camille Cormer, Bill Updike, Kelley Lubovich, Elizabeth Chant, Samiah Bahhur

Approval of Agenda and minutes from last meeting

No minutes to approve

II. Official Business

Mr. Anderson thanked the Board and the public for their input on drafting the SEU RFP. The meeting was turned over to Scott Johnstone from Vermont Energy Investment Corporation (VEIC) who presented a Power Point Presentation to the group along with introducing the Sustainable Energy Partnership.

Mr. Johnstone went on to discuss the goals of the SEU which are:

- Saving Energy
- Jobs
- Lowering Energy Bills
- Local Economic Growth
- Making this a District Based Organization
- Making things happen quickly

He also indicated that this was day twelve of the contract and that deliverables are due in eighteen days. VEIC is the leader of the partnership and the ultimate goal is for a District-based entity to run the SEU project. VEIC would like to bring a national presence and knowledge that it has built with systems and tools to the District. VEIC is a non-profit mission-specific organization that is passionate about its mission to lowering the economic cost of energy for a cleaner and greener planet. He discussed the brand name, and the hiring of local residents to be trained with VEIC staff. He touched on First Source Agreement requirements, compliance and Certified Business Enterprises (CBEs) to be discussed by Loretta Caldwell. VEIC will provide to the Board trust, credibility and accountability to enable the SEU function. VEIC is aware of the funding source and will map work to make sure that the benefits are realized by District residents.

The goal for the first year is to create thirty-three jobs and VEIC is confident that this goal can be met.

Community partnership and engagement would be discussed by Lilia Abron and George Nichols. Mr. Johnstone indicated that he wanted the Board meeting to be one of information sharing where the SEU Board would hear what VEIC plans to do, then VEIC would listen to feedback from the Board. He listed the five things that need to happen in the first six months: Establish the SEU, Quick-starts, Engagement, Jobs, and Compliance. The first six months will be to build momentum and excitement, and by the second year, the SEU will ensure that the full depth of comprehensive services will be provided to accomplish goals. Dave Barash, Director of Operations would be discussing momentum.

Early key actions to tackle within the next six months include the following: build momentum; quick start initiatives; explore opportunities, engage direct hires that are ready and certified; engage in discussions with PEPSCO and Washington Gas; build the brand with ground work to establish equity; and build an Information Technology system.

There are three Quick start programs: Low income Multifamily, Commercial Building Direct Installation that would include schools, and police headquarters, and Home Retrofit to existing homes. Mr. Barash indicated that he would be moving to the Washington, DC area until the programs are fully launched. This includes establishing the SEU with a core infrastructure and data system that will be up and running in the next thirty days, and addressing the needs in terms of both energy and demand to serve all residents, small businesses, and large businesses; and to leverage resources through financial opportunities to match the current dollars. The SEU will seek to collaborate with other financing mechanisms like the Property Assessed Clean Energy (PACE) Program.

Lilia Abron discussed community engagement and partnership. This will be a six month process of reaching out to District residents, politicians, businesses and community-based organizations.

Loretta Caldwell and Gail Montplaisir will be working on the workforce development piece of the SEU. The goal is to make sure that the people who have been trained within the last three years in energy efficiency will be hired. Ms. Caldwell has been meeting with the Department of Employment Services to discuss issues surrounding the SEU. The reporting process will be mandatory; all subcontractors and vendors seeking to do business with the SEU will be required to submit their First Source Agreement documents and they will work with the local contractors to get job trainees. The partners will be looking to work with CBEs. Ms. Caldwell indicated to the Board that the SEP is looking forward to working with the Board and those who were present at the meeting.

Mr. Barash provided a quick synopsis of guiding principles which are:

- Make it easy for all to participate
- Build collaborative relationships
- Listen to smart people
- Help those who need help
- Be smart about the money
- Don't settle for meeting the minimums
- Market Transformation.

This concluded the VEIC/Partnership presentation.

The question was asked whether the multifamily buildings have been identified. Elizabeth Chant, Low Income Programs Manager, indicated that they have not been identified. A detailed search to identify buildings is relatively easy with assistance from the Department of Energy (DOE) and the Department of Housing and Urban Development (HUD), and it is possible to streamline the process very quickly. In the meantime, the SEU will be looking for opportunistic projects.

The following questions were posed: Is there a strategic approach to address how low income residents use energy differently from high income residents; and are there any ideas to address the difference? The response was that it depended on the data that will be accessible to the SEU. It was noted that in the Clean and Affordable Energy Act of 2008 (CAEA) the SEU should have access to all data.

With regard to leveraging of funds, issues around the PJM Interconnection were raised as they relate to bidding in energy savings and the possibilities and hurdles for the District. Without EM&V, the District cannot participate in the forward capacity market, and the SEU needs a strong verification program. There is also the issue with timing. VEIC indicated that it has successfully participated in this market before and is aware of the potential issues raised.

The issue of hiring District residents was put on the table and it was said that the residents can be trained for the types of jobs that will be offered. The Mayor and the City Council would like to see that the First Source Agreements being enforced to reach the goals. It is important for the SEU to have a big Public Relations outreach campaign (PR). It was stated that no one knew with certainty about the SEU including members of the City Council in its outreach. Outreach mechanisms would be to post advertisements in the Washington Post Style Section to educate people about the SEU. The hiring piece is a priority along with the PR piece. The SEU will not supersede the Mayor's April 20th press conference. Between Mr. Nichols' Public Affairs activities, and Ms. Abron's Community Engagement to the media outlets, the information will be available to the residents. The SEU will focus on the Quick Start programs and the broader launch in October. The SEU should do outreach to connect to the City Council, Community Based Organizations and the residents about the upcoming jobs that will be offered. The SEU will develop a marketing strategy.

The Office of Peoples Counsel (OPC) was excited about the educational component of the SEU and committed to work with the SEU. At some point Mr. Nichols and Dr. Abron will meet with OPC staff.

Solar energy had not been discussed. Renewable energy will be built into the planning. It has to be determined who will be the lead contact for the renewable energy program.

The following questions were asked - How will the tracking of the SEU be handled? What information will be provided to the SEU Advisory Board? The response was that the SEU will track everything through its data system. Transparency is very important. Monthly and quarterly reports on the benchmarks will be available.

Commercial building: The SEU will evaluate existing programs and look forward to engaging conversation with local building owners.

D.C. Public Schools has a fifteen year rehabilitation program in place. The question was raised regarding whether VEIC has done institution-wide work? The SEU will do a market-based approach which will include schools, and it will try to find ways for efficient results for the schools.

There are currently five to ten CBEs available to do the energy audits and retrofits. The SEU will develop a home performance program with Energy Star.

Leveraging of funds through tax credits will be looked into along with grant sources.

The SEU website will be online very soon. Mr. Barash has been searching for office space; a decision would be made the next day. Temporary space is being provided by Ms. Montplaisir.

A question arose as to whether the thirty-three green jobs will all be weatherization positions. The answer was no, they are green job related or derived, such as canvassing, customer service, auditing and other functional areas. The team will be working with DOES. The number of jobs created in FY '12 will be double the thirty-three jobs created in FY '11. The SEU team management team will be replaced with local hires.

The SEU needs to make sure that it provides information on the jobs for District residents. The thirty-three jobs have not been defined, and are still in the development phase. The primary intent is to hire District residents with the required skills. The contract requires fifty-one (51%) employment of District residents. The SEU will try to exceed that percentage.

The Board expressed its thanks to the SEU team.

Other Issues:

At the next meeting place on the agenda: Community Outreach Strategy efforts of the SEU
Tracking of Information

Mail and email the final SEU Contract and PowerPoint Presentation to the SEU Advisory Board.

New business

The SEU Advisory Board will meet quarterly and the proposed date is July 5th. The Board would like to meet before that date so an early to mid June date will be forwarded to the Board for approval.

III. Adjournment

Keith Anderson adjourned the meeting at 12:35 pm.
Minutes submitted by: Lynora Hall