



Clean Energy and Sustainability Committee

Minutes of Public Meeting

Filed with Town Clerk:

RECEIVED
2023-09-28
10:38 AM

TOWN OF CHELMSFORD
PATRICIA E. DZURIS
TOWN CLERK

DATE: **Tuesday, June 28, 2023** TIME: **6:00 PM**
PLACE: **Town Offices** ADDRESS: **50 Billerica Road** ROOM: **200**

MINUTES

Prepared by Sean McGuigan, Clerk

MEMBERS PRESENT: Badhri Uppiliappan (Chair, in person), Bern Kosicki (in person), Sean McGuigan (Clerk, in person), Jack Bergstrom (virtual), David Sperry (in person), Peter Spawn (in person), Jim Walton (virtual)

MEMBERS ABSENT: David Drayton, Brittany Nammour

OTHERS PRESENT: Bill Graham, Chief Marketing Officer, HomeWorks, Steve Shinopoulos, Partnership Coordinator, Homeworks, Jon Simning, Special Projects Lead, All-In-Energy, Chris Haley, Sustainability Manager

Discussion with Homeworks and All-In-Energy

Paul Cohen will need to write a letter to go out to the Town to introduce the program. Homeworks has a letter template that they use and will send to Bern. Steve said they will set up a website unique to Chelmsford and they have a (978) area code phone number to use. Jon said he could also set up a website. Bern will be sent samples of example web-site landing pages. The draft of the landing page and letter will be ready in the next couple of weeks and they will be sent to us.

Homeworks are doing 10,000 visits out of the North Shore and their lead time for appointments is 1-2 weeks. Winter is usually their busiest time and summer is less busy. The program will begin in September with home visits in the October timeframe.

Homeworks recently got approvals to assist low-income communities and can send out either town-wide letters or targeted mailings. They can perform audit as a vendor to the CAP program. AIE can use demographic info to target underserved communities. Homeworks says direct mailing and field outreach are best but there will be digital marketing as well. A typical approach is to conduct three mailings per year to everyone in Town but the approach can be tailored. Typical Homeworks/AIE partnerships can be up to 5 years but we can re-evaluate after one year.

MassSave would likely have info on past home projects. Bill thinks they might not want to share it but he can ask them. Bill has data on Chelmsford projects they have performed. How are we going to track how we are doing in the overall campaign? Homeworks will provide info to AEI and Town on how many audits have been conducted, how many heat pumps have been installed. Maybe data can be provided to high school so they can work on it for presentation on Earth Day in April 2024?

We have Town Assessor data with type of heating in homes. Is there a way to use that data to target? Homeworks can use some of that data to target mailings. They try to educate homeowners – weatherization, H&S barriers, high-efficiency HVAC (heat pumps, mini-splits, electrification). Homeworks is open to providing Town info or info from other organizations during their visits.

Electricity costs will be going up in Town. Perhaps there is a way to leverage dissatisfaction with electricity to boost the campaign?

Homeworks works with AEI and AEI is the lead vendor but Homeworks typically does all the marketing. AEI and Homeworks will meet together some time soon to determine responsibilities and develop a launch plan. Perhaps we can have a sign-up campaign through the schools with a friendly competition. Other potential campaigns can focus on the Senior center, places of worship, Fall health fair, Nashoba Tech HVAC students.

Our next meeting is July 18th with a Select Board meeting in early August and then we can target the schools in early September.

AEI offers energy bill checkups – free service to educate citizens of any discounts, payment forgiveness programs, Chelmsford Choice etc.

Bern needs to share the details/goals of the \$10,000 grant with AEI and Homeworks.

AEI will update presentation slides and send to Bern.

AEI and Homeworks left the meeting at 7:15.

Jack suggests we see materials 2 weeks before they go out for review. Peter suggests keeping the Select Board briefed.

Meeting was adjourned at 7:26.