

**DRAFT**  
**Hartford Energy Commission Special Meeting Minutes**  
**March 2, 2020**

**Present:** Martha McDaniel, Erik Krauss, Lynn Bohi, Niki Thran; Linda Miller, guest; Kevin Grady, Strafford Energy Committee; Geoff Martin, staff

Erik called the meeting to order at 3:10 PM.

**Additions/Changes to the Agenda:** No additions or changes to the agenda were made.

**Develop Plan for Energy Savings Outreach Campaign**

**Define scope of work:**

The group discussed how many mobile homes there are in all 5 mobile home parks, and how to prioritize which ones to go to first. The group figured that if they completed two outings per week for three weeks, and stop at 40-50 homes per outing, they would be able to reach all 262 homes. The commissioners decided to go to each park in a group of at least two, but to knock on doors individually. Geoff thought that HEC should plan for ~1 hour 40 minutes for 40 homes, based on the experience at Olcott Falls last year.

Next there was a discussion on which park to start with. Erik thought that since HEC does not often do work in West Hartford, it would be nice to start at Merrimack. Lynn suggested that Tall Timbers might have a higher success rate because it is senior housing, and people might be more likely to be home. Martha thought that there might be less work needed at Tall Timbers, and homeowners there might be more likely to have the resources to apply for the programs.

Erik suggested that the Commission take on Merrimack and Chambers first, and then see how things are going before moving on to other parks.

The group then discussed how to assist people in filling out applications. One thought was to hold “office hours” at the West Hartford library for people at Merrimack. Erik let the group know that Jonathan Alvin had put together a data sheet to fill out at each home. Martha suggested asking homeowners how they would like follow up (e.g. in person, by phone, etc). Erik thought that office hours could be one of multiple venues for assistance. The group agreed.

Next, Commissioners discussed whether or not other data should be collected at each house beyond what was already listed in the form that Jon put together. Erik recommended looking at the windows of each home to see if they’re good for Window Dressers. Martha thought that this might complicate things. Lynn thought it could be simple enough to ask the homeowners if they would mind volunteers looking at their windows and if they would be interested in the window dressers program. Linda reminded the group that Ana Mejia sent a list of questions she would like answered. Martha said she felt nervous about the windows question – she felt it was beyond the scope of the program. Erik wondered

why we shouldn't collect the information if the homeowner is willing to share. Linda felt that in addition to asking whether homeowners are using heat tape, volunteers should ask whether or not the heat tape is thermostatically controlled.

**Assign roles:**

Team Leader: Erik

Networking: Lynn

Direct Outreach: all

Events: Geoff

Monitoring/Data: Jon/Molly

Visibility: Niki

The group reviewed the roles that Ana created for the campaign. Everyone agreed that the "networking" role, as defined, would not be needed. Instead, it may be worthwhile to find "champions" at each park – people that have been through one of the programs and can speak to the benefits. The champion could also help people fill out their applications. Lynn agreed to reach out to Angel, who lives in Chambers Mobile Home Park. Lynn will also ask COVER for names at Merrimack. Finally, Lynn will ask whether or not the group can give a presentation at the monthly dinner at Tall Timbers, and if volunteers can use their community center for office hours.

Events – this role would include scheduling office hours with volunteers and venues. Geoff agreed to take this role.

Visibility – Niki will serve in this role, and post on the listserv and the Town Facebook page.

Monitoring of contact list – Molly Smith might be able to monitor the list of contacts and follow up with participants that have stalled in the sign up process. Jon will serve in the role of aggregating the data. Kevin suggested that all paper forms should be scanned so they do not get lost. All forms will come to Geoff for scanning.

**Schedule dates for outreach:** The first outreach session will be on March 7 at 10 AM in Merrimack. Erik, Linda, Niki, and maybe Kevin will go. They will meet at the West Hartford Library and drive to the park in one car. Assuming they are able to knock on every door, the next session will be on March 14 at Chambers Mobile Home Park, again at 10 AM. Geoff, Lynn, Linda, Erik, Kevin, and maybe Martha will go. The group will target Winter Street and Chambers Street, and go to Spring Street on a different date. They will meet at the origin of Walsh Ave, just off of Sykes Mountain Ave. Volunteers will need to get pamphlets from Ana, and Erik will print off the questionnaires. Geoff will provide everyone with a name tag.

**Plan follow up actions:** Volunteers should ask homeowners when they are generally available for follow up (e.g. Monday afternoons, Saturday mornings, etc.). Follow up actions will be planned following the door knocking.

**Closing Comments:** There was some discussion about how to approach homeowners to have the highest success rate. Erik suggested phrasing the opening question in such a way that the homeowner's answer will be "yes". He asked what the group's "elevator pitch" is. Kevin suggested, "I am from the Hartford Energy Commission and I have some information I can share with you about saving money on your energy bills. Are you interested?". Another idea was, "Would you like to learn about programs that save money and make you more comfortable?". The group noted that it is important to make it clear volunteers are not trying to sell anything. Another suggestion was to say "Town of Hartford Energy Commission" to make it clear the volunteers are associated with the town.

The meeting adjourned at 4:44.