

CLEAN ENERGY ADVISORY BOARD
Stakeholder Engagement and Marketing Committee Meeting

DRAFT MEETING MINUTES

February 26th, 2021 (Friday)

12:00PM – 1:30PM

****Meeting was open to the Public ****

Meeting Recording Found [here](#)

CEAB website hosted at energy.virginia.gov, direct link [here](#)

Call to Order

Meeting called to order by the chair Hannah Coman at 12:01 pm

Roll Call

Hannah Coman - present, Susan Kruse - present, Will Reisinger-present, Sam Towell- present

DMME Staff: Carrie Hearne, Jordan Burns

Nate Hausman and Wafa May Elamin from the Clean Energy States Alliance (CESA) introduced themselves to the committee and introduced their partnership with the board and DMME in the coming year.

Electronic Meeting Policy

Carrie Hearne of DMME read the electronic meeting guidelines to the committee at the beginning of the meeting.

Susan Kruse made a motion to approve the electronic meeting policy and was seconded by Hannah Coman. The motion passed unanimously.

Next Steps

Carrie Hearne described changes occurring at DMME. This includes the agency's rebranding to Virginia Energy and various new positions that are being created to support clean energy in Virginia.

General Business

-Action Items for the Year

Nate Hausman of the Clean Energy States Alliance (CESA) explained their initial process and plan to support the Board for launching the LMI solar loans and rebate program. This includes designing a proposal for a program, gathering community engagement and input, RFP design, and ultimately program implementation.

-Updates on Stakeholder Outreach and Engagement with Beneficiary Communities

The general process of designing this program will require community engagement for initial program design, tweaking of the program, and for marketing.

Previously, weatherization providers and solar providers were identified as the focus of stakeholder outreach. But beneficiary communities should be the focus of the outreach efforts for the upcoming year.

Questions:

- If the program will be geographically focused, should our stakeholder outreach be broad or also be geographically focused?
- Will there be both an urban and rural pilot program? Or just a statewide program?

Committee members suggested that there might need to be two separate tracks for stakeholder engagement. One that is focused on the community where the pilot will be hosted. And another larger stakeholder engagement process that is occurring statewide to ensure that is program is replicable in the future,

The coggle brainstorming diagram that committee members contributed to was shared to help identify partners for the stakeholder engagement process. This includes affordable housing organizations, weatherization providers, financial institutions, utilities, conservation organizations, legal aid organizations, environmental justice organizations, academic institutions, and state agencies. The committee will work to identify which types of stakeholders should be prioritized due to their level of expertise pertaining to affordable housing and solar.

DMME has previously created questions focused on industry specific stakeholder engagement that has occurred in the past.

Public Comment

Chelsea Barnes, Economy Program Manager for Appalachian Voices provided public comment and encouraged the Board to consider selecting a community outside of Dominion and Appalachian Power territory since those utilities already have low income programs in place. She also encouraged prioritizing the program in an area with high levels of poverty and energy burden.

Next Steps

The committee and DMME needs to refine the questions and identify the stakeholders that should be invited to the next stakeholder engagement meeting. Carrie Hearne will begin drafting potential topic areas and questions and welcomes input from the committee. The committee will aim for early April to host a stakeholder engagement meeting. The focus of the stakeholder engagement will be on organizations that represent beneficiary communities. Carrie Hearne will also distribute an initial list of potential organizations to include and welcomes input from the committee.

The committee proposed having DMME host this stakeholder engagement workshop with up to two members of the committee in early April. The stakeholder engagement will not be an official public meeting. The committee will plan to have a meeting in April following the stakeholder engagement. March 24th will be the full meeting of the Clean Energy Advisory Board.

Conclusion

The meeting adjourned at 1:24PM