

# MA EEAC



CONSULTANT TEAM

## Memorandum

*Draft*

To The Energy Efficiency Advisory Council Executive Committee  
From The EEAC Consultant Team  
Date 12 February 2014  
Subject EEAC Meeting Subjects and Discussion Outline

The Consultant Team in consultation with DOER suggests the following topics and within the topics the following discussion outline for each.

### Discussion Topics

The topics that the Consultant Team suggests and the month for discussion are included in the following table. The first available meeting that has agenda space to discuss a topic seems to be May as February and April already appear to have full agendas and March is cancelled. In discussion with DOER, we decided to schedule out through October and use the Council process to finalize additional topics and their discussion dates.

Month	Topic	Subtopics	Team Members
April	2014 Implementation Update +C&I within the deeper dive – (finalized after IU is submitted)	Presentation and discussion of Implementation Update and its findings. Identification of and high level/initial discussion on each of the 3 to 5 “Deeper Dives” (more detailed discussion of “Deeper Dives” expected to continue in May)	Jeff Schlegel and Eric Belliveau
May	C&I Q4	How segmentation is being used, what segments are being targeted, and what are the components of the resulting segment strategy. Marketing tactics? Will pick one or more segments for more detailed discussion., e.g., Manufacturing or Commercial Real Estate	Gabe Arnold Relevant studies: Mid Sized Customer Needs Existing building Characterization Whole System Building Assessment C&I Customer Profile\ Successful Projects Market effects

<b>June</b>	Residential	<p>General overview and Home Energy Services.</p> <p>Where we are; measure mix in savings profile; strategies and best practices for achieving deeper savings, DER, including HES enhancements proposed in the 2013-2015 Plan; Efficient Neighborhoods+; HEAT loans; marketing tactics</p>	<p>Margie Lynch and Courtney Moriarta</p> <p>Relevant studies: Residential Customer Profile is set to end in June HES Program Delivery Assessment due in December HEAT Loan Process Evaluation due in December</p>
<b>July</b>	EMV	Recent results, current studies planned and changes in priorities	Ralph Prah
<b>August</b>	Residential  Q2 + forecast	<p>Multi-family opportunities.</p> <p>Performance to date, best practices, improvement opportunities (e.g., enhanced C&amp;I integration), marketing tactics. Primary focus will be on multifamily retrofit initiative, but will touch on new construction and LIMF as well.</p>	<p>Margie Lynch, Courtney Moriarta, Jennifer Chiodo</p> <p>Relevant studies: Multifamily Process Evaluation due in April MF Highrise NC Baseline due in December LIMF Impact Assessment due Jan '15</p>
TOPICS Below are suggestions and will be finalized at least three months ahead of time.			
<b>September</b>	C&I	<p>Presentation on “How PA Differences Affect Program Outcomes” C&amp;I Study</p> <p>Results of new study on how differences among PAs (strategies, tactics, marketing, staffing, service territory characteristics, etc.)drive different outcomes in terms of achievement of savings and cost to achieve.</p>	Gabe Arnold, Jennifer Chiodo
<b>October</b>	2016-2018 Planning: Data needs and direction	TBD	

<b>November</b>	Q3 + forecast  Residential	Residential products and innovative strategies.  Overview of lighting (focus on LED adoption in all initiatives), appliances, and heating and cooling equipment efforts and improvement opportunities; innovative strategies for behavior, customer and community engagement; new technologies.	Margie Lynch and Glenn Reed  Relevant studies: Regional Lighting Logger Study: 1/14 LI Lighting HOU and Thermostat Study: 1/14 Lighting Market Assessment: 8/14 Lighting Saturation Stagnation Assessment: 4/14 Market Lift Assessment: 3/14 Multi-Stage Lighting Net-to-Gross Study: 2/15 Appliance Program Evaluation: 12/15 Incremental Cost: 12/15 HEHE & CoolSmart Impact Evaluation: 12/14 Advanced Power Strips Evaluation: 7/15
<b>December</b>	EM&V	TBD	

Possible future topics include:

- Master view of all clean energy/clean tech activities in Massachusetts. How EE intersects with portfolio standards, city of Boston (other cities and towns too), Green Communities, distributed generation, forward capacity, geo-targeting, etc.
- Other funding sources or human resources that might be leveraged to extend EE reach.
- Cost efficiency (independent review or included in Res and C&I)

## Content of Discussion Topics

Each EEAC discussion topic will address the following areas, as relevant and applicable to each topic.

- Segmentation analysis used to define the category topic – e.g., grocery, multi-family
- Best practices review including program strategy and applicable technologies and approaches
- Customer engagement and marketing strategies
- Data needed and the potential to leverage data to improve program performance
- The extent to which deeper savings are being tracked, measured, and achieved
- The extent to which cost-efficiency indicators are understood and used for planning
- Applicable EM&V results or studies to be performed
- Statewide coordination to identify synergies, realize economies of scale, and benefit all ratepayers
- Other areas as directed by the Council