MA EEAC: Strategic Engagement Plan for Next Three Year Plan Development

Dr. Jonathan Raab, Raab Associates, Ltd. with Pat Field, CBI
November 12, 2014 (slight reordering)
Suggested Goal Statement

• **To develop an ambitious but achievable three year plan (2016-18) consistent with GCA & GWSA through a “collaborative” process between the PAs and the EEAC (with its consultants), that is “approved” first by the EEAC and then the DPU.**
Last Three Year Plan Engagement Process

• Public Scoping Session
• Draft Plan-- April
• PAs Appreciative Inquiry-- May
• EEAC Meetings
• Negotiations on Term Sheets (AG, DOER, PA representatives, EEAC TC)—Summer/Fall
• EEAC Approved (unanimously) -- October
• DPU Approved-- January
General Phases of Engagement

1. Identification of priorities
2. Identification of options
3. Joint problem-solving
4. Negotiation
5. Review and approval
## Substance of Plan and Roles & Responsibilities

<table>
<thead>
<tr>
<th>Plan Element</th>
<th>EEAC</th>
<th>Program Administrators</th>
<th>EEAC Consultants</th>
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</thead>
<tbody>
<tr>
<td><strong>I. Goals, Budgets, &amp; Performance Incentives</strong></td>
<td>Consult/negotiate with PAs Review &amp; Approve</td>
<td>Develop iteratively with program designs, and in consultation/negotiation with EEAC</td>
<td>Advise EEAC</td>
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<tr>
<td><strong>IIA. Cross-Cutting Issues</strong></td>
<td>Identify priority strategies/issues Review &amp; Approve</td>
<td>Address EEAC Priorities</td>
<td>Advise EEAC</td>
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<tr>
<td><strong>IIB. High Level Sector/Program Strategy &amp; Focus</strong></td>
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<td><strong>III. Detailed Program Designs</strong></td>
<td>Review and Approve</td>
<td>Develop and fine-tune as needed</td>
<td>Advise EEAC, and assist PAs as needed</td>
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<tr>
<td><strong>IV. EM&amp;V Plan</strong></td>
<td>Review and Approve</td>
<td>Update EM&amp;V Plans</td>
<td>Work with PAs on Plan, and advise EEAC</td>
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</table>
## Cross-Cutting Potential Issues

- Reporting data
- Innovative/flexible design
- Market potential
- Cost-effectiveness
- All cost effective EE
I. Goals, Budgets, & Performance Incentives and
IIA. Cross-Cutting Issues

Phase I: Issue identification and option generation

• Option 1: Regular EEAC monthly meetings OR
• **Option 2: Dedicated EEAC meetings** *(workshop like)*

Phase II: Negotiation

• PAs and EEAC representatives *(DOER, AG, others?)*

Phase III: Final Review and Approval

• **During** regular EEAC monthly meeting
High Level Sector/Program Strategy & Focus—Potential Candidates

• Reaching non-participants/hard to reach customers
  • Renters (residential or small C/I)
  • Moderate income
  • Multi-family

• C/I participation and market segmentation

• Transition from CFLs to LEDs

• Other?
High Level Sector/Program Strategy & Focus

• **Option 1: PA Management Committees**  
  (Residential; Low-Income; C/I; and Evaluation)—invite interested EEAC Councilors to attend for structured discussions

• **Option 2: EEAC Subcommittees**—Residential and C/I—interested Councilors plus PAs (Evaluation still through PA Mgt. Committee)

• **Option 3: Supplemental EEAC Workshops on specific topics**
# High Level Sector/Program Strategy & Focus Options

<table>
<thead>
<tr>
<th>Options</th>
<th>Who</th>
<th>Focus</th>
<th>Products/Outcomes</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>PA Management Committee</td>
<td>• PAs</td>
<td>• C&amp;I</td>
<td>• Recommendations to PAs and EEAC</td>
<td>• On-going monthly (or more frequent)</td>
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<td>• Interested EEAC Councilors</td>
<td>• Residential</td>
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<td></td>
<td>• EEAC TC</td>
<td>• Low Income</td>
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<td>• EM&amp;V</td>
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<tr>
<td>Subcommittees</td>
<td>• Interested EEAC councilors</td>
<td>• C&amp;I</td>
<td>• Recommendations to EEAC</td>
<td>• Monthly (or more frequent) for a few months</td>
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<tr>
<td></td>
<td>• PAs</td>
<td>• Residential (including low income)</td>
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<td></td>
<td>• EEAC TC</td>
<td>• Residential (including low income)</td>
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<tr>
<td>Workshops</td>
<td>• Interested EEAC councilors</td>
<td>• C&amp;I specific topics—e.g., healthcare, hockey stick</td>
<td>• Ideas, consideration, options for the EEAC</td>
<td>• Individual events as needed</td>
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<tr>
<td></td>
<td>• PAs</td>
<td>• Residential topics like low income, multi-family, etc.</td>
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<td>• EEAC TC</td>
<td>• Other (?)</td>
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Public/Stakeholder Input

- Option 1: EEAC Councilors outreach to constituents and report back
- Option 2: EEAC public/stakeholder listening session(s)
- **Option 3: EEAC public/stakeholder interactive workshop(s)**

**Notes:**
- Listening sessions or workshops should cover and be segmented by overall goals; residential (including low income); and C/I
- Should occur in January; and then provide opportunity for additional input after Draft Plan (April)
### Timeline

#### EEAC Engagement Process for Three Year Plan Development

<table>
<thead>
<tr>
<th>Event</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
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<tr>
<td>Finalize Strategic Engagement Plan (Facilitator)</td>
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<td>Public Input</td>
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<td>EEAC Priority Setting</td>
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<td>EEAC Subcommittee or Workshops on High Level Strategy</td>
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<td>EEAC &amp; PA (Representatives) Term Sheets Negotiations</td>
<td>Initial</td>
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<td>Final</td>
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<td>EEAC Review &amp; Consultation as needed at monthly meetings</td>
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<td>PA's First/Second Draft Plans Issued</td>
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<td>EEAC Final Review &amp; Approval</td>
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<td>PAs File Three Year Plan at DPU</td>
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**Notes:**
- **X** indicates completed tasks.
- Numbers (1, 2) indicate milestones or steps in the process.
Independent Facilitation
During Plan Development

• To finalize the design and execute the engagement process (public meetings, EEAC subcommittees or workshops, and EEAC meetings focused on three-year plan development)

• To help DOER manage the various processes

• To ensure running of effective Plan development meetings and workshops

• Test value of outside facilitation for on-going EEAC process
Next Steps Assessment & Engagement Plan

- 11/12—Present Assessment & Engagement Plan to EEAC and get feedback
- 11/19—Meet w/ExCom to get final feedback, and discuss possible next steps
- 12/3—Submit final Engagement Plan and Assessment
- December EEAC & ExCom meetings (suggested process)
  - Decide on pathway for three-year plan development engagement
  - ExCom proposes to EEAC Assessment recommendations that it supports implementing in near term, and plan for considering the other recommendations over next 6 months