

EEAC Residential Workshop #1: September 26th—9:00 to 1:00
New Approaches in the Face of Rising Baselines and Other Trends:
Challenges and Innovative Options

Facilitators: Dr. Jonathan Raab, Raab Associates & Toby Berkman, CBI

Agenda

9:00 Introduction and Overview

- *Welcome & Charge—MA DOER Commissioner Judith Judson*
- *Agenda review and goals by Facilitator*
- *Brief presentation on challenges of rising baselines and need for innovative options (opportunities & approaches)*
- *Q&A from Councilors*

9:20 Whole Home/Building Approaches

- *Short presentation on **Whole Home/Building Approaches** background and innovative options*
- *EEAC Q&A on **Whole Home/Building Approaches** background and innovative options*
- *Brief discussion about Whole Home/Building innovative options (including whether there are other potentially significant innovative options that should be considered)*

9:45 New Measures/Strategies: Renewable Heating/Fuel Switching

- *Short presentation on **Renewable Heating/Fuel Switching** background and innovative options*
- *EEAC Q&A on **Renewable Heating/Fuel Switching** background and innovative options*
- *Brief discussion about **Renewable Heating/Fuel Switching** innovative options (including whether there are other potentially significant innovative options that should be considered)*

10:15 New Measures/Strategies: Active Demand Management, Storage, EVs, and Solar

- *Short presentation on **Active Demand Management, Storage, EVs, and Solar** background and innovative options*
- *EEAC Q&A on **Active Demand Management, Storage, EVs, and Solar** background and innovative options*

- *Brief discussion about **Active Demand Management, Storage, EVs, and Solar** innovative options (including whether there are other potentially significant innovative options that should be considered)*

10:45 **Data-Driven Customer Acquisition and Engagement Strategies**

- *Short presentation on **Data-Driven Customer Acquisition and Engagement Strategies** background and innovative options*
- *EEAC Q&A on **Data-Driven Customer Acquisition and Engagement Strategies** background and innovative options*
- *Brief discussion about **Data-Driven Customer Acquisition and Engagement Strategies** innovative options (including whether there are other potentially significant innovative options that should be considered)*

11:10 Break

11:30 **Innovative Options—Cross-Cutting Break-Out Discussions (facilitated)**

- *To what extent, are all 3 broad areas of potential innovative options important to pursue?*
- *Do the innovative options related to **Whole Home/Building Approaches identified** seem promising to the Councilors, and any more so than others (and why)?*
- *Do the innovative options related to **New Measures/Strategies (including Renewable Heating/Fuel Switching and Active Demand Management, Storage, EVs, and Solar)** seem promising to the Councilors, and any more so than others (and why)?*
- *Do the innovative options related to **Data-Driven Customer Acquisition and Engagement Strategies** seem promising to the Councilors, and any more so than others (and why)?*
- *What additional information regarding the options you see as most promising would be useful?*

12:30 **Report Out and Discuss**

- *Hear from each break-out group, and then discuss similarities and differences.*
- *Discuss next steps in preparation of residential workshops 2 and 3*

1:00 **Public Comment**

1:15 **Adjourn**