

**Resolution of the Energy Efficiency Advisory Council
Regarding Its Priorities for 2013**

February 12, 2013

Introduction

In working with the Program Administrators (“PAs”) to develop energy efficiency plans, the Energy Efficiency Advisory Council (“Council”) must “seek to maximize net economic benefits through energy efficiency and load management resources and to achieve energy, capacity, climate and energy goals through a sustained and integrated statewide energy efficiency effort.”¹ To that end, in 2012, the Council and its Consultants worked in collaboration with the Program Administrators (“PAs”) to develop the 2013-2015 Massachusetts Joint Statewide Three-Year Electric and Gas Energy Efficiency Plan (“Plan”), which the Council unanimously approved by Resolution dated November 15, 2012.

The Council looks forward to 2013 being a successful year in which we build upon Massachusetts’ past successes and continue to reinforce a sustained and integrated statewide energy efficiency effort. We look forward to continuing our productive collaboration with the PAs and interested stakeholders to deliver creative and effective approaches that meet or exceed the goals of the priorities set forth below

This resolution articulates the Council’s priorities surrounding the implementation of the Plan; specifically, the Council’s 2013 priorities for program planning, analysis, implementation, evaluation, and reporting. The 2013 priorities stated below are intended to be guideposts for the Council Consultants as well as instructive to the PAs and other stakeholders regarding the Council’s focus in 2013.

2013 Priorities

- 1. Achieve at least 100% of the savings and benefits goals set for the 2013 program year, and emphasize key actions to be implemented in 2013 for sustained program success going forward.***

- 2. Continue to Improve the Cost Efficiency of Program Delivery.***

Identify and quantify cost efficiencies realized in the 2010-2012 programs, pursue and implement additional efficiencies, and continue to improve the cost efficiency of program delivery. In addition, pursue outside funding and non-low-income financing options to leverage program funds and maximize benefits.

¹ G.L. c. 25, § 22(b).

3. Support Key Program Development and Implementation Needs, with a Focus on Achieving Deeper Savings and Reaching All Customer Segments. Continuously Improve the Programs and Initiatives.

- Identify and implement solutions to overcome tenant-landlord barriers to program participation in residential and commercial sectors, with particular focus on multi-family housing, and commercial real estate.
- Identify and implement clear outreach, and financial strategies to maximize savings and benefits for the hard-to-reach/hard-to-serve market (*e.g.*, the Efficient Neighborhoods + initiative), and build on lessons learned from past success.
- Implement the best program models consistently across service territories to alleviate customer confusion and perceived participation barriers across PAs, and considering extraordinary service territory characteristics.
- Ensure the integration of electric and gas programs in the C&I sector and sub sector segmentation, to address both gas and electric efficiency opportunities for C&I customers.
- Identify and implement targeted and comprehensive strategies for healthcare, municipalities, and small- to mid-sized commercial customers, working with these segment groups to develop strategies targeted specifically to the needs and opportunities in each of these segments.
- Advance program strategies to achieve deeper savings per customer in residential, C&I, and low income sectors.
- Support the Commonwealth's efforts to achieve the greenhouse gas reduction targets set forth in the Clean Energy and Climate Plan for 2020.

4. Develop and Implement a Statewide Energy Efficiency Database.

In order to enhance data availability and transparency, reduce administrative costs, and enable better and more efficient data analysis, the Council and its Consultants should work with the PAs to design, develop, and implement a statewide database that is readily accessible, reliable, efficient, and able to evolve to meet growing and changing energy efficiency data needs.

5. Identify and Implement Best Practices.

Continue to identify and integrate best practices, including the customer experience, into the energy efficiency planning and implementation efforts consistently across service territories.

6. Evaluation Efforts

Ensure the accurate analysis and quantification of the savings, benefits, and costs of the energy efficiency programs through objective and unbiased planning, tracking, evaluation measurement

and verification (EM&V), and reporting. Participate in the development of avoided cost values as part of the regional avoided costs study (Avoided Energy Supply Component or AESC).

7. Efforts to Achieve Council Priorities

Updates on efforts to achieve the Council's priorities should be provided by the PAs to the Council.