

## **EEAC Resolution Concerning Its Priorities for 2012**

**Approved February 14, 2012**

### **Introduction**

Under the Green Communities Act, the Energy Efficiency Advisory Council (“EEAC” or “Council”) is charged with reviewing the Massachusetts Program Administrators’ (“PAs”) efficiency plans and budgets. In response, The Council has worked with the PAs to evaluate the short- and long-term availability, reliability, cost-saving, and environmental benefits of their energy efficiency and demand reduction programs.

In this resolution, the Energy Efficiency Advisory Council re-affirms its understanding that the Green Communities Act (“GCA”) requires bold action. In addition, the Global Warming Solutions Act established future decades’ emission reduction targets. Given these recently enacted laws and the precedent that the PAs have established in leading the nation in developing high-quality energy efficiency programs, we have great expectations for the completion of the first statewide, 3 year plans as well as the development of the second set of balanced, cost-effective, robust, and innovative statewide electric, statewide natural gas, and individual PA efficiency investment plans (i.e., Three-Year Plans, or “Plans”). These Priorities will promote and support the energy efficiency plans and build on the lessons learned and the successes achieved from the past two years.

This resolution articulates the Council’s priorities for program planning, analysis, implementation, and evaluation. Developing the second set of Plans will be an iterative process between the Council, the PAs, and the Council’s Consultant. Below, we provide direction to the Consultant on its overall conduct in its work for and on behalf of the Council and the PAs on the emphasis of the Council. We look forward to continuing collaboration with the PAs and interested stakeholders about creative, alternative approaches that meet or exceed the intended impact of these suggestions.

### **Priorities**

The Consultant should prioritize the following activities and outcomes.

***1. Support the achievement of the savings goals set in the 2010-2012 program plans and the maximization of benefits.***

***2. Set Aggressive and Achievable Targets for 2013-2015 plans***

Energy efficiency savings targets should be set based on past program experience, an understanding of the savings potential and market conditions, and the required financial

resources. The targets should be sustainable, as to maintain the market momentum established through the 2010-2012 plans and to maximize progress towards the goals outlined in the GWSA.

### ***3. Continue to Improve the Cost Efficiency of Program Delivery***

Identify and quantify cost efficiencies gained in the 2010-2012 programs, seek 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.

### ***4. Provide Support on Key Program Development and Implementation Needs***

- Identify and implement solutions to overcome tenant-landlord barriers to program participation. This continues to be a primary barrier for participation in both the residential and commercial sectors.
- Identify clear program, outreach, and financial strategies to maximize savings and benefits from the hard to reach, hard to serve market, building on lessons learned from past success.
- Ensure consistency of program offerings in all service territories to alleviate customer confusion and perceived barriers in participating from PA to PA while allowing PAs to address unique 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. The residential sector is far advanced on this issue and has been largely successful.
- Continue to address deeper retrofit applications in residential, commercial, and low income sectors. With an effective model, the longer term results should lead to greater savings for more customers.
- Identify solutions to overcome pre-weatherization barriers so as to achieve deeper savings and greater customer participation in weatherization services.

### ***5. Define and Encourage Better Data Analytics and Access***

MA EEAC to explore and develop statewide data management and analytics that are timely, appropriate and efficient for all users. Program data will enable better program designs, and more transparency of savings and benefits; explore reducing administrative time for PAs through centralized reporting systems.

### ***6. Identify Best Practices***

Integrate best practice review, including customer experience into the planning and implementation efforts.