

Residential Statewide Program

	Mission	IOU Comments
SW Program: Residential	Residential Energy Efficiency Program (REEP) is designed to offer and promote specific and comprehensive energy solutions within the residential retrofit and lighting markets. The residential customer base of California IOUs constitute one of the largest and most challenging groups of electricity consumers in the nation due to its diversity, complexity and size. The residential energy efficiency portfolio has been developed to deliver a wide array of programs and services to increase awareness of energy efficiency and to provide relevant energy efficient solutions. The residential program portfolio is designed to affect up-stream manufacturers, mid-stream retailers and channels, market actors and contractors, homeowners, tenants, and property-owners and managers with the goals to influence their short-term to long-term EE awareness, knowledge, attitude and behavior.	

CA EESP Goals/Strategies Addressed by SW <u>Program</u> :	CA EESP
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	Ref. pp. #
See subprograms.	

Short-term (2010-2012) "SMART" <u>Program Objectives</u> :	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
None proposed at program level. (See subprogram level.)	1.	<p>IOUs recommend adding the following objectives for the Residential EE Program Portfolio:</p> <p>Objective-1: Starting 2010, for each program cycle to increase or maintain program targets' (defined as homeowners, renters, property owners/managers) EE awareness, knowledge and attitude (AKA) and increase program participation behavior from prior program cycle baseline. If no baseline exists for 2006-2008, a baseline for 2012 will be created. For sub-program message-specific AKA- (behavior) objectives, please refer to specific sub-programs below.</p> <p>IOU Rationale: This is in agreement with the discussion in the session. The decision was to move the EE AKA-related objectives and metrics to the residential sub-program portfolio level. Since there are general EE AKA objectives and sub-program/message-specific AKA objectives, the IOUs recommend setting general AKA objectives and PPMs at the portfolio level. For sub-program-specific AKA objectives, such as level of AKA for recycling benefits, please refer to the specific sub-programs below.</p>
	2.	

Short-term <u>Program PPMs</u> :	Source (SP,	Metric	Baseline	IOU Comments
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	AL, DR, PIP, or Staff*	Type (2a or 2b)**	Study Required (Y/N)	
None proposed at program level. (See subprogram level.)				IOUs propose adding PPM-1: (For Objective-1) By targeted populations (homeowners, renters, property owners/managers): PPM-1a: % increase in level of EE awareness, PPM-1b: % increase in level of EE knowledge, PPM-1c: % increase in level of EE attitude, To effectively measure the above three-part PPM list of questions to discern AKA must be agreed to statewide.

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]
 **Metric type: 2a = reported annually, 2b = reported by end of cycle.

Long-Term (2013-2020) "SMART" Program Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 1: Energy consumption in existing homes will be reduced by 20% by 2015 and 40% by 2020; <ul style="list-style-type: none"> ▪ 25% of existing SF homes have a 70% decrease in purchased energy from 2008 levels ▪ 75% of existing SF homes have a 30% decrease in purchased energy from 2008 levels ▪ 100% of existing multi-family homes have a 40% decrease in purchased energy from 2008 levels 	SP	OK.
		IOUs propose adding Objective-2 below: Starting 2010, for each program cycle, increase or maintain program targets' (defined as homeowners, renters, property owners/managers) AKA-B, concerning self-

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		ascription of responsibility, green/smart-living and environmental issues. Use 2010-2012 to create baselines.
		IOUs recommend adding the following Objective-3 from ARP to REEP: Starting 2012, Increase or maintain the level of California program portfolio's IDSM services by each program cycle. (directional objective)

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Long-Term MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comments
MT Indicator 2: Average energy use/ft2 in existing homes (kwh, therms, KW)	SP	3	Y (may already be available)	(MT-2 has no objective) This MT indicator must be clearly measurable. At a minimum, separate single family homes from complexes.
MT Indicator 3: Percentage and number of homes where the purchased energy is reduced by 20%, 40% or 70% by 2013, 2017 and 2020 from 2008 baseline	SP	3	Y (may already be available)	(For Objective-1) IOU Comment Perhaps consider establishing two baselines: <ul style="list-style-type: none"> Using billing analysis to track energy use on individual accounts (single/master) to determine if achieved 10%, 20%, 30%

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				<p>of purchased energy by comparison between 20</p> <ul style="list-style-type: none"> In 2010, survey these ho out how they were able purchased energy reduc important so program d house and whole-apart be better informed by d <p>IOUs' assessment of priority – H</p>
				<p>IOUs propose adding MT-4s bel Objective-2:</p> <p>By targeted population (homeov property owners/managers):</p> <ul style="list-style-type: none"> MT-4a: % increase in lev ascription of responsibil MT4b: % increase in lev living MT4c: % increase in lev key environmental issue <p>IOU Comment: To effectively me three-part MT2, a list of questio must be agreed to, statewide. It opportunity to propose a list of and a metric table for ED's consi</p> <p>IOUs' assessment of priority – H</p>
				<p>IOUs recommend adding MT-5 k Objective-3 above:</p> <p>% of programs classified as coor</p>

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				programs relative to the entire C portfolio.
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***Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.*

Residential – Home Energy Efficiency Survey – Comments will be provided by IDSM Team

	Mission	IOU Comments
SW Program: Residential	This program is a continuation of the existing statewide Home Energy Efficiency Survey (HEES) program within the Residential energy efficiency portfolio. The program provides customers with information to help them become familiar with ways to control and reduce energy and water usage in their homes by offering customers up to four options (mail-in survey, on-line survey, phone survey, and in-home survey) in multiple languages (English, Spanish, Vietnamese, Chinese and Korean) including an action plan for implementation. The program also provides survey results to enable participants to understand how their energy use varies throughout the year and how their household compares with similar households. This multi-language approach enhances the program's ability to reach California's diverse culture and provides efficiency recommendations based on a whole-house system approach.	
SW <u>Sub-program</u> : Home Energy Efficiency Survey (HEES)		

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #	IOU C
<u>Goal 2.1</u> : 25% of existing homes have a 70% decrease in purchased energy from 2008 levels; 75% of existing homes have a 30% decrease in purchased energy from 2008 levels.	p. 19	
<u>CA EE SP Goal 2</u> : Home buyers, owners and renovators will implement a whole-house approach to energy consumption that will guide their purchase and use of existing and new homes, home equipment (e.g., HVAC systems), household appliances, lighting, and "plug load" amenities.	p. 11	
<u>CA EE SP Goal 8.3</u> – DSM Coordination and Implementation – Deliver integrated DSM options that include energy efficiency,	p. 72	

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demand response, energy management and self-generation measures, through coordinated marketing and regulatory integration. The HEES program will seek partnerships with local water agencies, municipals and other key stakeholders to develop and implement a comprehensive plan to promote water conservation. Further integration strategies will also include DSM (CSI, SDP, Peak Demand, etc.), LIEE and energy efficiency programs.		
CA EE SP Goal 9.2 – Workforce, Education and Training. Ensure that minority, low-income and disadvantage communities fully participate in training and education programs at all levels of the DSM and energy efficiency industry. For IOUs offering in-home surveys, the HEES in-home survey team will be comprised of a contracted (and in some cases utility staff) workforce who will be trained in areas of energy conservation and technologies towards an increased knowledge base of demand-side management and energy efficiency. A comprehensive training curriculum will be implemented to formalize the knowledge base of the survey force. This strategy falls in line with a goal of the WE&T Strategic Plan intended to ensure that minority, low-income and disadvantage individuals fully participate in training and education programs at all levels of demand-side management and energy efficiency.	p. 78	

Short-term (2010-2012) “SMART” <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU
1. Achieve annual survey targets as identified in PIPs. (If not specified in PIPs, IOUs will provide.)	Staff	
2. By 2012, increase HEES program participation among low-income and minority communities by X percent and vice versa (?). Central objective or not?	Staff	
3. By 2012, increase understanding of energy efficiency among program participants by X percent relative to 2006-2008 baseline	Staff	
4. By 2012, X% of HEES participants subsequently participate in 1 or more additional programs (e.g. Whole House Retrofit, LIEE, ARP, or CSI)	Staff	
6. By 2012, develop a comprehensive plan to promote water conservation in partnership with local water agencies, municipals and other key stakeholders	PIP (appended to SP Goal 8.3, as posted above)	

Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU
1. Percentage of HEES participants with increased AKA of energy efficiency	Staff	2b	Y	
2. Percentage of HEES participants that; a) enroll in another EE program (ie, use incentives); change (IOUs requested to list	Staff	2b	N	

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<p>programs where this could be tracked – or not).</p> <p>b) implement a HEES recommendation via behavior PG&E; IDSM tool the “Progressive Energy Audit Tool”, when developed, will/SHOULD track this and will REPLACE HEES (we think; EM&V study is evaluating “evalualability” of PEAT). Data to track this through HEES may be limited/unavailable. Needed data is customer account number.</p> <p>3. For the 2b approach, customer interviews should parse out motivation for implementing a recommendation from the audit- was it the audit or some other input.</p> <p>4. More discussion on measurement method needed.</p>		Suggestion b would be 2b		
<p>5. Percentage of HEES participants who are members of low-income or minority communities relative to a 2010 baseline. SCE/Sempra use HEES to identify LI/minority households and to route to LIEE/CARE. More relevant as metric for LIEE program? Consider deleting? Relevant issue is to ensure that all IOU HEES programs have functionality to route LIEE-CARE qualified customers to those programs.</p>	Staff	2a	Y	

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**Metric type: 2a = reported annually, 2b = reported by end of cycle.

Long-Term (2013-2020) “SMART” Sub-program Objectives:	Source (SP, AL, DR, PIP, or Staff)*
None proposed.	

Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)
None proposed.			

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**Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.

Residential - Basic CFL Subprogram

	Mission	IOU Comments
SW Program: Residential	The Residential Lighting Incentive Program that has run successfully for several years has been separated into two programs: the Basic CFL program, and the Advanced Consumer Lighting Products program. The basic lighting program aims to increase consumer purchase and installation of basic medium screw base (MSB) CFLs in homes (and businesses). It does this by rebating MSB bulbs sold by major manufacturers in California and enrolling retail outlets to sell the discounted bulbs.	IOUs would like to make the following clarification on the m statement: (1) Definition of Basic CFLs: Less than 30 Watts, bare spiral dimmable ONLY (1) This program will continue to offer appropriate market to support program objectives.
SW <u>Sub-program</u> : Basic CFL subprogram		

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #
<u>Goal 4 (residential)</u> : The residential lighting industry will undergo substantial transformation through the deployment of high-efficiency and high-performance lighting technologies, supported by state and national codes and standards.	p. 11
<u>Strategy 4-1</u> : Drive continual advances in lighting technology through research programs and competitions (near-term objectives)	p. 24
<u>Strategy 4-3</u> : Continuously strengthen standards. (near-term objectives)"	p. 24
<u>Strategy 4-4</u> : Coordinated phase out of Utility promotions for purchase of CFLs. (near-term objectives)	p. 24
<u>Strategy 4-5</u> : Ensure environmental safety of CFLs and other emerging lighting solutions. (near-term objectives)	p. 24
<u>Goal 3 (commercial)</u> : The commercial lighting industry will undergo substantial transformation through the deployment of high-efficiency and high-performance lighting technologies, spurred by state, national codes and standards and leading-edge incentive strategies.	
<u>Strategy 3-2</u> : Create demand for improved lighting products through demonstration projects, marketing efforts, and utility programs. (near-term objectives)	p. 41
<u>Strategy 3-3</u> : Coordinated phase out of Utility promotions for purchase of CFLs. (near-term objectives)	p. 41
<i>Note: CA EESP Goals/Strategies section needs to be updated to final adopted Strategic Lighting Plan</i>	

Short-term (2010-2012) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments

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<p>Objective 1: Achieve annual savings/product targets (add by IOU)</p> <p>the quantitative program targets (increase participating retailer locations 10% annually; and, increase products sold less than 30 watts 10% annually).</p>	<p>PIP</p>	<p>IOUs propose modifying Objective-1 to the following:</p> <p>By 2012, achieve activity targets specified in the table below:</p> <p>(1) For SCE, see table 5, page 45 of PIP, (2) PG&E, see PG&E activity target PIP filing (3) For SDG&E, see SDG&E activity target filing</p>
<p>Alternate Objective 2: Taking into account NTG ratios, optimize and diversify retailer participation by channel and location in order to increase rebated basic CFL availability for the whole market (by 2012 as compared to 2008 channels/locations)</p> <p>Objective 2: Increase the number of participating retailer locations in lower-moderate income neighborhoods (excluding LIEE targets) by X% relative to 2008 levels. "Low income" from PIP- IOU to do: define. Have 2008 data by retail channel, not low-income neighborhood. 2008 census as data source. Do not target by demographics (SCE).</p> <p>Alternate Objective: Increase (optimize?) the number of participating "discount stores" (would need to be defined by IOUs)</p> <p>Consider quality of bulbs within program; add possible metric. Discussion on raising quality level of products.</p>	<p>PIP, Staff</p>	<p>IOUs propose modifying Objective-2 to the following:</p> <p>By 2012, Enhance distribution channel-mix while optimizing program net-to-gross ratios and design increase distribution channels that better serve lower income and hard-to-reach populations.</p> <p>("Optimizing" is not measureable but reportable)</p> <p>IOU Rationale: Our goal is to maintain and/or increase program activities in lower income and hard-to-reach populations.</p> <p>(directional goal)</p>
		<p>IOUs propose adding Objective-3 below:</p> <p>During 2010-2012, demonstrate increase in proportion of advanced lighting program activities (i.e., rebated level, kW, kWh) relative to Basic CFLs while optimizing energy savings and net-to-gross goals. (IOU specifies directional goal)</p> <p>("Optimizing" is not measureable but reportable)</p> <p>IOU Comment: This objective may be subject to interactive therm effects and limitations.</p>

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Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
PPM 1: Basic CFL: Implement marketing campaign to “install CFLs immediately” or “shelves to sockets” campaign by (date ?) as required in D-09-09-047 (Y/N) IOU to do: discuss and agree on specifics; brief ED on plan at monthly meetings and/or share updated plan with ED. Deleted previous	AL	2b	N	IOUs propose modifying PPM-1 to the (matches no objective above, but is a P During 2010-2012, implement marketing and/or campaign to encourage prompt of CFLs as required in D-09-09-047 (Y/N (2b metric)
delete	Staff	2b	Y	IOUs propose modifying PPM-2 to the f (For Objective-2) % of products incented under the Basic by distribution channel (2a metric) delete
PPM 3: Number of retailer locations participating in program, including those in low-income neighborhoods Alternate PPM: Channel type and diversity of location of participating retailers	PIP, Staff	2a	N	IOUs propose modifying PPM-3 to the f (For Objective-3) % kW/kWh/Qty of incented products u CFL program as compared to the Advan program. (2a metric)

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PPM 4: Number of incented products less than 30 Watts sold in participant retail stores	PIP, Staff	2a	Y	IOUs propose deleting PPM-4. IOU rationale: This PPM can be rolled u 3.
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**Metric type: 2a = reported annually, 2b = reported by end of cycle.

Long-Term (2013-2020) "SMART" Sub-program Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 1: Work with retailers to achieve y% reduction in non-discounted basic CFLs price above 2008-09 levels by 2015.	Staff	OK, but this objective should apply to industry for non-IOU-incented products
Objective 2: Achieve 60% saturation of the eligible medium screw base (MSB) market in California by the end of Relocate to Advanced Lighting Program/combine with objectives there. Modify to "increasing" saturation? Should be "efficient lighting," not specific to MSB	PIP, Staff	IOUs propose modifying Objective-2 to the following: By 2020 60% of "general service" lighting in California will be high-efficiency lighting Definition of "general service": non-spl non-exempted

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Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comments
MT Indicator 1: Number of basic CFLs sold annually in California (note: for entire market, not IOU-rebated CFLs)	Staff	3	N	IOUs propose modifying MT-1 to the following (For Objective-2)

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				# of basic CFLs sold annually in the California market IOUs' recommended priority: High
MT Indicator 2: Market share of efficient and inefficient lighting (needs defining- align now with advanced lighting definition and revise over time?) Challenge getting data; could also look into collaboration with CEE to get data). Efficacy of lamps and sales data as considerations.	Staff	3	Y	IOUs propose modifying MT-2 to the following (For Objective-2) Market share of "general service" lighting high efficiency lighting IOUs' recommended priority: High
MT Indicator 3: Price of non-discounted MSB CFLs	Staff	3	N	IOUs recommend deleting MT-3. IOU Rationale: A delta change in price is a secondary indicator to changes in saturation. We should focus our resources on proper measurement of saturation in the available sockets.
MT Indicator 4: Saturation of eligible sockets (MSB, non-dimming, interior) with CFLs or better	Staff	3	N	IOU comments: OK IOUs' recommended priority: High

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Residential – Advanced Consumer Lighting Subprogram

	Mission	IOU Comments
SW Program: Residential	The Advanced Consumer Lighting Program: The Residential Lighting Incentive Program that has run successfully for several years has been separated into two programs: the Basic CFL program, and the Advanced Consumer Lighting Products program. The Advanced Consumer Lighting program also provides participating retailers with up-stream incentives in the form of buy-downs that reduce the cost of energy-efficient lighting products. The program introduces new and advanced energy-efficient lighting products to the market and strives to influence future purchasing behaviors of customers. The definition of advanced lighting is all lighting products excluding bare spiral bulbs of 30 watts or less bare spiral CFLs, non-dimmable.	Definition: Basic lighting is defined as less than 30 non-dimmable products, ONLY. Advanced Lighting all else.
SW <u>Sub-program</u> : Advanced Consumer Lighting Program		

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #
<u>Goal 4 (residential)</u> : The residential lighting industry will undergo substantial transformation through the deployment of high-efficiency and high-performance lighting technologies, supported by state and national codes and standards. <u>Strategy 4-1</u> : Drive continual advances in lighting technology through research programs and competitions (near-term objectives)	p. 11 p. 24
<u>Strategy 4-2</u> : Create demand for improved lighting products through demonstration projects, marketing efforts, and utility programs. (near-term objectives)	p. 24
<u>Strategy 4-3</u> : Continuously strengthen standards. (near-term objectives)"	
<u>Strategy 4-4</u> : Coordinated phase out of Utility promotions for purchase of CFLs. (near-term objectives)	p. 24
<u>Strategy 4-5</u> : Ensure environmental safety of CFLs and other emerging lighting solutions. (near-term objectives)	p. 24
<u>Goal 3 (commercial)</u> : The commercial lighting industry will undergo substantial transformation through the deployment of high-efficiency and high-performance lighting technologies, spurred by state, national codes and standards and leading-edge incentive strategies.	p. 24
<u>Strategy 3-1</u> : Drive continual advances in lighting technology through research programs and competitions (near-term objectives)	p. 31
<u>Strategy 3-2</u> : Create demand for improved lighting products through demonstration projects, marketing efforts, and utility programs. (near-term objectives)	p. 41
<u>Strategy 3-3</u> : Coordinated phase out of Utility promotions for purchase of CFLs. (near-term objectives)	p. 41
<i>Note: CA EESP Goals/Strategies section needs to be updated to final adopted Strategic Lighting Plan</i>	

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Short-term (2010-2012) "SMART" <u>Sub-program Objectives:</u>	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
<p>Objective 1: Increase percentage of advanced lighting fixtures (see list in PIP) incented by IOUs as compared to all lighting products incented by IOUs from yy% in 2010 to xx% in 2012 (Note: Don, this seems to be the main objective that the program is trying to achieve, maybe focus on the metrics for this).</p>	<p>PIP, D0909047</p>	<p>IOUs propose modifying Objective-1 to the following:</p> <p>During 2010-2012, increase lighting program results that are attributed to advanced lighting program activities (i.e., rebate level, kW, kWh) as compared 2006-2008, while optimizing energy savings.</p> <p>IOU Comment: This objective may be subject to interactive therm effects and limitations.</p>
<p>Objective 2: Increase participation in advanced lighting incentive program among retailers and manufacturers by XX% and YY% by 2012 respectively as compared to 2010 participation levels. Taking into account the need to maintain high NGT ratios, optimize the availability of incented advanced lighting products in retail outlets across the state (IOU service territories). IOUs to do: identify "buckets" of types of retail outlets for which to track participation in program. Reflect in PPM. (Note: Don Arambula thinks this shouldn't be a PPM, Rob Rubin thinks optimizing is key).</p>	<p>AL, PIP</p>	<p>IOUs propose modifying Objective-2 to the following:</p> <p>By 2012, Enhance distribution channel mix while optimizing between program net-to-gross ratios and increasing distribution channels that better serve lower income and hard-to-reach populations.</p> <p>IOU Comment: Our goal is to maintain and/or increase program activities in lower income and hard-to-reach populations.</p> <p>("Optimizing" is not measureable but reportable).</p> <p>(directional goal)</p>
<p>Objective 3: Increase annually via the Plug-in Lamp Exchange Program the number (by location) of customer exchange events of incandescent table, desk and floor lamps for efficient lamps (IOU-incented), for LED light strings during holiday season</p>	<p>PIP</p>	<p>IOUs propose deleting Objective-3.</p> <p>IOU rationale: This objective does not support DEE energy savings assumptions or targets.</p>

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Objective 4: Via the Lighting Showroom Store Outreach program, increase customer purchase of efficient lighting products over 1,100 lumens by xx% by 2012 against 2009 baseline.	PIP	IOUs recommend deleting Objective-4. IOU rationale: This objective does not support DEE energy savings assumptions or targets.
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Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
PPM 1: Number/percentage of advanced lamps/products incented under IOU programs as compared to basic CFLs incented by IOUs (3 buckets of IOU incented lighting: basic, advanced, and through other programs such as t8s, Hid, etc.) (Note, Nate, PG&E: advanced fixtures are less cost-effective to incent than basics, so incenting more of them will lower the program's cost-effectiveness)	PIP, D0909047	2a	N	IOUs propose modifying PPM-1 to the following: (For Objective-1) % kW/kWh/Qty of incented products under Advanced Lighting program as compared to Basic Lighting program. (2a metric)
PPM 2: Number and percentage of retailers (broken out by retailer "buckets") located in IOU service territories participating in the program; PPM 2a) Percentage of Big Box retail locations of participating Big Box retailers offering incented products	PIP, Staff PIP, Staff	2a 2a	N N	IOUs propose modifying PPM-2 to the following: (For Objective-2) % of products incented under the Advanced Lighting Program by distribution channel (2a metric)
PPM 3: Number of manufacturers/percentage of manufacturers selling to California market participating in upstream portion of program	PIP, Staff	2a	N	IOUs propose deleting PPM-3. IOU rationale: This PPM does not support objectives above.
PPM 4: Number of products per exchange event for lamps and LED holiday lights held as a result of the Plug-in Lamp Exchange Program (Note, Rich, SCE: concern about growing market share of LED holiday lights growing	PIP, Staff	2a	N	IOUs propose deleting PPM-4.

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during the cycle so IOU participation would decline)				
IOUs concur best to remove since not a significant PPM	PIP, Staff	2a	N	IOUs propose deleting PPM-5.
PPM 6: List of new measures/technologies adopted by the program, as a result of LMT & ETP's efforts (Combine this with LMT PPMs and remove from advanced)	PIPs, Staff, DR (?)	2a	N	IOUs propose moving PPM-6 to LMT.

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Long-Term (2013-2020) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 1: Increase sales of LED products xx% by 2015 against 2010 baseline based on number of fixtures	PIP, Staff	IOUs propose modifying Objective-1 to the following: By 2015, double the sales of LED products in the state of California, over 2010 baseline.
Objective 2: California Super-CFL program- Increase sales of small, tapered and dimmable CFLs over 2010 baseline by ZZ% by 2015	PIP, Staff	IOUs propose modifying Objective-2 to the following: By 2015, double the sales of small, tapered and dimmable CFLs over 2010 baseline.
Objective 3: Decrease the lighting power density of all residential and commercial lighting applications by XX% and YY% respectively by 2015 over 2010 baseline (enhanced RASS survey needed to get at multiple measures over multiple years, since CLASS and RASS studies don't include these measures would need to start a baseline for this)	SP- Strategic Lighting Plan	IOUs propose modifying Objective-3 to the following: By 2015, reduce the lighting power density for the average commercial application from the 2010 level to meet the Strategic Plan Lighting Chapter. IOU Rationale: Residential market sector currently not use lighting power density as a metric.

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Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comments
MT Indicator 1: The average lighting power density of residential and commercial lighting applications	SP, Strategic Lighting Plan, Staff	3	Y (RASS?)	<p>OK, (For Objective-3) IOU recommends changing MT-1 to the following: The average lighting power density of commercial lighting applications.</p> <p>IOU Comment: Residential market sector does not use lighting power density as a metric.</p> <p>IOU recommended priority: High</p>

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**Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.

Residential – Appliance Recycling Subprogram

	Mission	IOU Comments
SW Program: Residential	The Appliance Recycling program is well established, having been offered to SCE customers since 1994. Customers are offered a \$50 cash incentive for recycling their operating refrigerators or freezers. Recycled appliances are picked up by a 3rd party. The overall goal of this program is to reduce the number of inefficient, older fridges, room ACs and freezers in Californian homes.	
SW <u>Sub-program</u> : Appliance Recycling		<p>IOU Comment: During our joint IOU/ED discussion on 9/20/2010, Mikhail Haramati (MKH) of ED requested clarification of the definition of “older” appliances and “inefficient” appliances since these terms are not explicitly defined in the mission statement. The following background information clarifies the IOU position on providing such definitions:</p> <ol style="list-style-type: none"> (1) We believe ARP is part of the strategy to reduce energy consumption and the purchase for the state of California as part of the Whole Apartment strategy. In addition, ARP is a key component of the ARP strategy to support appliance early replacement. (2) ARP is designed to remove older and less efficient appliances, such as refrigerators and freezers from use. The program is designed and implemented to maximize the energy savings derived from appliances collected (see the latest HIM study results) and is very cost-effective with a positive TRC, calculated using standard procedures. The current definition of “older” and “inefficient” is not inappropriate. The program is justified under standard energy efficiency criteria. (3) Appliance degradation is a real phenomenon. The materials are subject to deterioration such as hardening and becoming less pliable thus reducing the efficiency of the appliance despite appliance efficiency rating improvements. This is also demonstrated by the DOE efficiency study (source: <i>EM&V Study of 2004-05 Statewide Residential Appliance Recycling Program, Final Report</i>). <p>In conclusion, IOUS would like to continue operating the ARP program for the following reasons:</p>



It is a required action to meet deep energy CALTEESP,

- It is complementary to the appliance early
- The program is cost-effective.

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #
<u>Goal 2 (residential)</u> : Home buyers, owners and renovators will implement a whole-house approach to energy consumption that will guide their purchase and use of existing and new homes, home equipment (e.g., HVAC systems), household appliances, lighting, and "plug load" amenities.	p. 11
<u>Strategy 2-2</u> : Promote effective decision-making to create widespread demand for energy efficiency measures	p. 20
<u>Strategy 2-3</u> : Manage research into new/advanced cost-effective innovations to reduce energy use in existing homes	p. 20

Short-term (2010-2012) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 1: Capture cost-effective energy savings and demand response opportunities for the benefit of all Californians. MKH: #1, 2 and 3 are not quantifiable/SMART.	AL	IOUs recommend moving this overarching 1 to the statewide residential EE portfolio (IOU Rationale: we are not able to find this in the ARP-specific PIP/AL
Objective 2: Promote support of and compliance with more stringent appliance and building standards.	AL	IOUs recommend moving this overarching 2 to the statewide residential EE portfolio (IOU Rationale: we are unable to find this of the ARP specific PIP/AL .
Objective 3: Develop public awareness and promote effective decision-making to create widespread demand for high efficiency measures.	AL	IOUs recommend moving this Objective-3 to REEP portfolio. IOU Rationale: We believe general EE AKA a portfolio objective for all programs.

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<p>Objective 4: Increase consumer awareness and knowledge of and attitudes towards the need to recycle old appliances by X% (from 2008 levels) by 2012 CC: will need baseline. Proposes that we use 2010 as baseline year. Two issues: general ee knowledge across all programs and need to recycle. Some people might not see the need, IOUs will at least educate them of the benefits of doing so. LM: is this two separate metrics: education/awareness component and a metric that measures action among educated customers?</p>	<p>Staff</p>	<p>IOUs propose modifying Objective-4 to follow By 2012, the program will increase and/or AKA towards the need to recycle refrigerators/freezers among homeowners renters by 5% from 2010 baseline levels. (2)</p> <p>IOU Rationale: Same comments as above re consistent measurement and the level of e AKA. SCE's 2006-2008 process evaluation i that program awareness among disposers i improved from 58% (2004-2005) to 70% (2 2008), so the recommended 5% improvem reasonable. The baseline data is necessary other IOUs may not have baseline data from 2008 program cycle.</p>
<p>Objective 5: By 2012, decrease by X% saturation levels of "inefficient, older refrigerators and freezers" (as defined by the program) in IOU customer homes from 2008 levels MKH: IOU feedback requested on definition of "inefficiency, older refrigerators and freezers", which is used in the PIPs. IOUs will do this. CC: will need baseline. Propose using 2010 as baseline year.</p>	<p>Staff</p>	<p>IOUs propose modifying Objective-5 to follow By 2012, meet program activity targets spe the PIP. For SCE, the three-year expected p volume is 210,000 units (refrigerators and only). This data will be reported annually a by appliance type, age, and size. (For SDG& volume is 47,166 units for three years, For 2010 volume is 33,000 units)</p> <p>IOU Rationale: IOUs recommend this revise objective for the following reasons: (1) this is much easier to define and measu (2) baseline data is available for 2006-2008</p> <p>Please also refer to IOU comments next to program mission statement.</p>

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Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
PPM 1: Consumer awareness and knowledge of and attitudes towards the need to recycle old appliances in IOU service territories using 2010 baseline	Staff	2b	Y	IOUs propose modifying PPM-1 to the following (For Objective-4): Level of program participants' AKA toward the appliance recycling subprogram. IOU Rationale: See comments above, next to Objective-4
PPM 2: Average age, size and efficiency of removed units. CC: we don't have eff. Data. But with age/size we can determine it. Eff. Can be reported now. (Proposal to track # of participants.)	Staff	2a	Y	IOUs propose modifying PPM-2 to the following (For Objective-5) # of program appliance units by year, appliance type, age, and size. IOU Rationale: please refer to comments next to the program mission statement.

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

**Metric type: 2a = reported annually, 2b = reported by end of cycle.

Long-Term (2013-2020) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 1: Move the residential market towards coordinated demand-side management, including self-generation and a "smart meter" initiative. MKH: #1, #2, and # are not SMART.	PIP	IOUs recommend moving this objective to the Residential EE Program (REEP).
Objective 2: Promote the adoption of comprehensive residential retrofits	PIP	IOUs recommend moving this objective to the Residential EE Program (REEP).
Objective 3: Contribute to the ultimate transformation of energy consumption patterns.	PIP	IOUs recommend moving this objective to the Residential EE Program (REEP).

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		Residential EE Program (REEP).
Objective 4: Eliminate the stock of “older, inefficient refrigerators and freezers” in IOU customer homes as defined by age, size and efficiency standards MKH: “older, inefficient refrigerators and freezers” needs to be defined/revise. Issue: “Reduce” the stock, as opposed to “eliminate”.	Staff	IOUs recommend deleting Objective- IOU Rationale: As indicated above, IOUs recommend operating this program as it is cost-effective since it is part of the energy reduction and appliance early replacement strategy.

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comments
MT Indicator 1: Saturation levels of “inefficient, older refrigerators and freezers” in California homes as demonstrated through appliance: age, size and efficiency. MKH: “inefficient, older refrigerators and freezers” needs to be defined/revise.	Staff	3	Y	IOUs recommend deleting MT-1, and energy purchase reduction and using of appliance early replacement strategy.

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**Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.

Residential – Business and Consumer Electronics Subprogram

	Mission	IOU Comments
<p>SW Program: Residential</p> <p>SW Sub-program:</p> <p>Business and Consumer Electronics Subprogram</p>	<p>The BCE program is a new addition to the residential EE portfolio for 2009 -2011. The BCE provides midstream incentives to retailers to increase the stocking level and promotion activities for high- efficiency (ENERGY STAR®) electronic products including computers and monitors, cable and satellite set-top boxes, televisions, and additional business and consumer electronics as they become available in the market. The BCE will also provide incentives to manufacturers that sell directly to consumers or key accounts. Although the IOUs share similar program theory, each may implement its program differently. The program will leverage POS rebates and provide retailer support and a web-based information service to help consumers choose the most energy-efficient products.</p>	<p>IOUs propose modifying the Mission Statement to</p> <p>The BCE program is a new addition to the residential 2009 -2012. The BCE Program provides midstream incentives to retailers, manufacturers, distributors, and other manufacturers to increase the stocking level and promotion activities for high- efficiency (ENERGY STAR® and higher efficiency levels, depending on category) electronic products including computers and monitors, cable and satellite set-top boxes, televisions, and additional business and consumer electronics as they become available in the market.</p> <p>IOU Rationale: The mission as described in the PIP reflects the breadth of involvement of multiple manufacturers and retailers in the program or acknowledge the fact that, as a statewide program, there are substantial differences in program implementation.</p>

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #	IOU Comments
<u>Goal 3 (residential)</u> : Develop comprehensive, innovative initiatives to reverse the growth of plug load energy consumption through technological and behavior solutions.	p. 21	OK
<u>Strategy 3-1</u> : Drive continual advances in residential energy usage, including plug loads home energy management systems, and appliances.	p. 21	OK
<u>Milestone 3-1</u> : 10% reduction in plug loads by 2012-2015; 25% reduction in plug loads by 2016-2020	p. 21	OK
<u>Strategy 3-2</u> : In coordination with Strategy 2-2 above, develop public awareness of and demand for highly efficient products	p. 22	OK

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Strategy 3-3: Create demand for such products through market transformation activities	p. 22	OK
Strategy 3-4: Continuously strengthen standards, including the expansion of both Title 24 and 20 to codify advances in plug load management	p. 22	OK

Short-term (2010-2012) "SMART" Sub-program Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 1: 80% of participating retailer stores receiving training and detailing by 2012	DR	IOUs recommend modifying Objective-1 to the following: Objective-1a: By 2012, 80% of participating retailers receive training Objective-1b: By 2012, 80% of participating retailers receive detailing IOU Rationale: To make the objective more precise
Objective 2: Increase by XX the number of retailers participating in mid-stream program by 2012 as compared to 2010, including by (a) installing POS capacity; and/or (b) offering upstream rebated products. Modify to match PPM below.	AL, Staff-modified	IOUs recommend modifying Objective-2 to the following: Increase number of retailers and/or other market actors participating in the mid-stream program by 2012, compared to 2010: 1. SCE: sign up 5 additional retailers and 5 manufacturers. 2. PG&E: sign up 3 additional market actors 3. SDG&E: sign up 1 additional retailer. Definition of market actor: a business entity engaged in some aspect of the supply chain for electronics. Market actors include manufacturers, distributors, and retailers of various types. IOU Rationale: Growth of the "number of retailers" is an accurate indicator of program objectives, since

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		participation by other market actors is important a and since the maturity of the BCE program and pr budgets vary considerably by IOU. Note that the t listed above are taken from the PIPs.
Objective 3: By 2012, increase the number of manufacturers participating in upstream CBE rebate program and selling to key accounts or directly to California consumers as compared to 2010	AL	IOUs recommend deleting Objective-3 IOU Rationale: It is addressed in the proposed Ob above.

Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
PPM 1: Percent of participating retailer stores receiving training and detailing annually Detailing: people visit stores to make sure point of purchase materials properly identify qualifying products.	DR	2a	N	IOUs recommend modifying PPM-1 to the following (For Objective-1) PPM 1a: Number of participating retailers and other resellers receiving training. PPM 1b: Number of participating retailers receiving detailing. IOU Rationale: To make PPM-1 align with proposed Objectives-1a and -1b. IOU Suggestion: That IOUs report the data us the proposed table reproduced below (2a metric)
PPM 2a): The number of retailers participating in the BCE mid-stream program by offering mid-stream rebated products look at mission statement for accuracy here. PPM 2b): The percentage of all Big Box retailers located in IOU service territories that this number is estimated to represent BAS: In PG&E	AL, Staff-modified Staff	2a 2a	N N	IOUs recommend modifying the PPM 2 series the following (For Objective-2) The numbers and names of specific types of market actors (retailers, buying groups,

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<p>territory, we're reaching saturation of participant retailers. DW: funding is limiting the level to which we may increase participant retailers. Recommendation: suggest IOU-specific targets. CC: SCE PIP has goal of signing up 5 new manufacturers (may sell direct to end-users) and 5 new retailers. Issue: "Big Box" needs to be defined. SCE has list and will circulate for consideration. PPM 2c): number of "big box" retail locations offering rebated products.</p>				<p>manufacturers, and distributors) participating the program.</p> <p>IOU Rationale: To align with proposed change to Objective-2.</p> <p>IOU Suggestion: That IOUs report these data using the proposed table that is reproduced below.</p> <p>(2a metric)</p>
<p>PPM 3: The number of manufacturers participating in upstream CBE rebate program and selling to key accounts or directly to California consumers as compared to 2010. IOUs will define "manufacturers". PG&E: will look expanding to at VAR's. PPM 3a) The percent of manufacturers selling to key accounts or directly to California that this number is estimated to represent</p>	<p>AL</p> <p>AL, Staff-modified</p>	<p>2a</p> <p>2a</p>	<p>N</p> <p>N</p>	<p>IOUs recommend deleting PPM 3.</p> <p>IOU Rationale: It is addressed in the prior PPM</p>

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**Metric type: 2a = reported annually, 2b = reported by end of cycle.

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Proposed Reporting Matrix of Market Actors Participating in the Business and Consumer Electronics Program (each IOU to complete individually)

Category of Market Actors (business entities engaged in some aspect of the supply chain for electronics)	Market Actor Category Definition	Market Actor Business Entity	Number of stores within Service Territory	Number of stores detailed	Training materials distributed (yes/no)*	Television		Desktop Computers		Computer Monitors		How double dipping is avoided
						Business	Consumers	Business	Consumers	Business	Consumers	
Retailers	An entity which sells goods to the consumer. Retailers include large businesses such as Wal-Mart, and also smaller, non-chain locations run independently.					x	x	x	x	x	x	Only incent products sold directly to the end-customers
Buying Groups	An entity that is created to leverage the purchasing power of a group of businesses to obtain discounts from vendors based on the collective buying power of the members. This is a sub-set of Retailers.						x					Do not incent products sold by the Buying Group to any retailers participating in another portion of the program.
Manufacturers	An entity that makes a good through a process involving raw materials, components, or assemblies, usually on a large scale. Manufacturers (e.g., H-P, Dell, Sony) sell through many channels, including: direct to end customers (business and consumer), to Di		n/a	n/a		x	x	x	x	x	x	Only incent on products sold to the end customer online, through phone sales or in-person sales (disallow any sales to retailers, distributors or other market actors)
			n/a	n/a					x		x	
Distributors	An entity that buys non-competing products or product-lines, warehouses them, and resells them to retailers, value added resellers (VARs) or direct to the end user. Examples include Ingram Micro, SYNEX and Comcast.											Only incent on products sold to VARs or end customers. Currently there are no VARs targeted for participation in the program. If VARs are ever included in the incentive program, then sales to VARs would be disallowed.

Note: This matrix will be constantly evolving. New products will be added, some may be taken off once market transformation has occurred. Additionally, the Market Actor categories identified may be expanded. For example, when sales to VARs are added to the program, sales to VARs would be disallowed.

* Training materials will be compiled into a portfolio. Materials range from presentations, one-pagers handed to sales associates, on-line training modules, etc.

Long-Term (2013-2020) "SMART" Sub-program Objectives:	Source (SP, AL,	IOU Comments
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	DR, PIP, or Staff)*	
Objective 1: Increase the number of BCE-qualifying units sold as a percentage of total business and consumer electronics product sales. (candidate for quantitative target)	PIP, Staff	IOUs propose modifying Objective-1 to the following: By 2020, increase the efficiency in average plug load attributable to the use of electronic products that are included in the BCE program. IOU Rationale: IOUs believe Objectives-1 and -2 present difficult measurement challenges due to the evolving Codes and Standards, economic factors, and availability/expense of sales data.
Objective 2: ENERGY STAR®-qualifying BCE appliances comprise XX% of purchases annually. DW: ES is in process of expanding product list. CE is limited list currently. Very few products to track right now. Getting sales data for #1 and #2 could be expensive. But we could work with other agencies to acquire data.	PIP, SP, Staff	See comments above.

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comments
MT Indicator 1: BCE-qualifying units sold as a percentage of total business and consumer electronics product sales 6 month product cycle. Will be difficult to capture because of numerous measurement issues. From ex-ante point of view, we want to drive volume. On ex-post basis, these metrics present different challenges. Not contemplating FR issues. Need to come up with method to measure and track. MT will not be looking at FR. Purpose is to make sure stock is more efficient as time passes.	SP, Staff	3	Y	In alignment with Objective 1 proposed, we recommend the following: % increase in efficiency level of average plug load attributable to electronic products that are included in the BCE program. IOU assessment of priority: Medium/Low This MT may be difficult and costly to track and program qualification continue to evolve quickly over the program horizon.
MT Indicator 2: ENERGY STAR®-qualifying BCE appliances as a percent of total business and consumer electronics product sales	SP, Staff	3	N	See comments above.

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

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***Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.*

Residential – Home Energy Efficiency Rebate Subprogram

	Mission	IOU Comment
SW Program: Residential	The program encourages energy efficient choices when purchasing and installing household appliances and equipment by offering education, rebates, and other incentives, and expands the saturation of efficient equipment faster than would be case in the absence of the program. In addition to POS, on-line and mail-in rebates to the customer, the program will offer mid-stream incentives to retailers to increase the stocking of energy efficient appliances. The program also offers customers information on how to use household equipment efficiently. Rebates will be available to customers, depending on the measure, POS, online, and through the mail.	IOUs recommend modifying the mission following way: The program encourages energy efficient purchasing and installing household appliances by offering education, rebates, and by saturation of efficient equipment faster in the absence of the program. The HEER offered in three modes: POS, on-line and mail-in rebates to customers.
SW Sub-program: Home Energy Efficiency Rebate (HEER)		

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #
<ul style="list-style-type: none"> CA EE SP Goal (2): Home buyers, owners and renovators will implement a whole-house approach to energy consumption that will guide their purchase and use of existing and new homes, home equipment (e.g., HVAC systems), household appliances, lighting, and "plug load" amenities. 	p. 11
<ul style="list-style-type: none"> CA EE SP 2-1.3: Energy consumption in existing homes will be reduced by 20% by 2015 and 40% by 2020 	p. 11
<ul style="list-style-type: none"> CA EE SP 2-2: Promote effective decision-making to create widespread demand for energy efficiency measures 	p. 20
<ul style="list-style-type: none"> CA EE SP 2-3: Manage research into new/advanced cost-effective innovations to reduce energy use in existing homes 	p. 20
<ul style="list-style-type: none"> The goal of the program is to influence purchase behavior and improve and increase awareness, knowledge and attitude concerning benefits of Energy Star and Energy Efficiency. 	

Short-term (2010-2012) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR,	IOU Comments

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	PIP, or Staff)*	
<p>1) Define by 2010 and achieve by 2012 targets for collaborations (definition?) with manufacturers, retailers, distributors, etc.</p>	<p>Staff</p>	<p>IOUs recommend modifying Objective-1 to the following:</p> <p>By 2012, increase and/or maintain optimal level of collaboration with manufacturers and retailers to support the program, using 2010 results as baseline.</p> <p>("Optimal" is not measureable but reportable).</p> <p>Definition of collaboration: Working with manufacturers and retailers to participate in the program</p>
<p>2) By 2012, X% of HEER participants subsequently participate in 1 or more additional programs (e.g. Whole House Retrofit, ARP, or BCE). Delete and move any missing programs to similar objective in HEES program</p>	<p>Staff</p>	<p>IOUs agree to delete this objective and move it to HEES program</p>
<p>Participant "mom-and-pop" retailers as a percentage of all participant retailers shall increase (X%) from a 2006-2008 baseline. Objective: maximize market penetration- BROADNESS of availability of rebates; b) minimize delivery costs; C) diversifying into markets serving ethnicities is an additional metric (see notes in short term PPM section and clarify objective as needed)</p>	<p>Staff</p>	<p>IOUs recommend modifying Objective-3 to the following:</p> <p>By 2012, increase and/or maintain optimal level of retailer participation located in the lower income and/or hard-to-reach zip-codes.</p> <p>("Optimal" is not measureable but reportable).</p> <p>IOU Rationale: IOUs do not believe using "mom-and-pop" retailers is a good way to reach the lower-income and hard-to-reach populations. IOUs would prefer to use zip-codes serving lower income and minority populations to track store participation. The definition of lower-income and minority population will be based on 300% federal poverty level and/or more than 50% minority population areas, using census data.</p>
<p>Participant "big-box" retailers as a percentage of all participant retailers shall increase (X%) from a 2006-2008 baseline (see PPM notes and clarify objective as needed)</p>	<p>Staff</p>	<p>IOUs recommend deleting Objective-4.</p>

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		IOU Rationale: Nearly all big-box stores are participating in the program already.
Increase number of participant retail locations using POS system relative to 2006-2008 baseline (SDG&E- this is costly for this IOU, so has problem with "increase").	Staff	IOUs recommend modifying Objective-5 to the following: By end of 2012, increase POS # of rebates by 10% from baseline

Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
1) Percentage of HEER participants who subsequently participate in additional HEER measures; 1a) and 1 or more additional programs (e.g. Whole House Retrofit, ARP). Is this solely a HEES metric? Consider deleting , and move to HEES programs any missing there.	Staff	2a (2b- lag time)	N	IOUs recommend deleting PPM-3 (Objective-2) IOU Rationale: See comments above next to Objective-2.
2) Number of participating retailers using POS system (SDG&E- 45% of customers doing POS, so tracking on #1 hard). (SCE- 50% customers purchasing via POS) (PG&E- ~5% retailers POS). Is a better metric: Percent of HEER applications coming through as POS; or, percentage of incentives paid to customers participating via POS.	Staff	2b	N	IOUs recommend modifying PPM-3 to the following (For Objective-5) % of program rebates made through POS mode relative to all rebates (2a metric)
3) Participant "mom-and-pop" (define; provide list of agreed "Big Box;" retailers not on list considered "mom & pop" – and/or "mid-size") stores as a percentage of all participant retailers; is this a proxy for increasing sales? Hard-to-reach locations? Should this metric be: number of participating "mom and pop" stores and percentage of total mom and pop stores this represents. 3b) Participation of retailers in ethnically diverse/lower income (?)/hard-to-reach (?) locations ("mom and pop" does not necessarily equate to "lower income". SCE suggests standardizing definitions of "Mom and Pop" "low income" and "Hard to reach"	Staff	2a	Y	IOUs recommend modifying PPM-3 to the following (For Objective-3) % of stores located in the lower-income and/or hard-to-reach zip-codes relative to all program participating locations

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<p>4) Number of “big box” participants and percentage of “big box” stores within IOU service territories that this represents. Comment that for CFL program NTG was low for Big Box customers, so this should be considered when establishing objectives. Is Energy Star shipment data relevant here; Answer is that haven’t typically been able to track this to state level.</p>	<p align="center">Staff</p>	<p align="center">2a</p>	<p align="center">Y</p>	<p>IOUs recommend deleting PPM-4 Objective-4)</p>
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**Metric type: 2a = reported annually, 2b = reported by end of cycle.

To do’s::

IOUs to include in red-lined version revised objectives and metrics, including all definitions of terms as agreed on SW basis as much as possible. Please also provide justification for where IOUs land.

<p>Long-Term (2013-2020) “SMART” Sub-program Objectives:</p>	<p>Source (SP, AL, DR, PIP, or Staff)*</p>	<p>IOU Comments</p>
<p>Increase saturation of ENERGY STAR-rated appliance to represent X% of the CA market by 2020 (needs to take into account ES updates; see shift downward of penetration whenever standards rise).</p>	<p align="center">Staff</p>	<p>OK</p> <p>IOU Comment: We recommend CLASS study to report the latest level.</p> <p>Also IOUs recommend expanding study to cover homeowners and well as multi-dwelling complexes common area appliances and fixt</p>

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

<p>Long-Term Sub-program MT Indicators:</p>	<p>Source (SP, AL, DR, PIP, or Staff)*</p>	<p>Metric Type (3)**</p>	<p>Baseline Study Required (Y/N)</p>	<p>IOU Comments</p>
<p>Statewide market penetration of ENERGY STAR appliances sold at retail level across various store sizes (saturation?).</p>	<p align="center">Staff</p>	<p align="center">3</p>	<p align="center">Y</p>	<p>OK (For Objective-1).</p>
<p>Median age of in-home appliances statewide in single-family and multi-family homes</p>	<p align="center">Staff</p>	<p align="center">3</p>	<p align="center">Y</p>	<p>OK. (For Objective-1). IOU assessment of priority</p>

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Residential – Multifamily Energy Efficiency Rebate Subprogram

	Mission	IOU Comments
SW Program: Residential	<p>"Multifamily property owners and managers are a historically unresponsive market to energy efficiency efforts. As one of California's largest industries, this unique customer segment warrants additional attention and effort to motivate property owners and managers to actively participate in energy efficiency programs. After some recent years of concerted energy efficiency efforts to target this sector, there are still areas with large concentrations of multifamily households that have not yet received energy efficiency installations as noted in the 2003 EM&V report for this sector. Market studies have noted that there are over 1.0 million multifamily units in Southern California Edison's service territory contained in approximately 145,000 multifamily buildings. Having experienced only modest participation in utility programs to date, the multifamily segment holds tremendous savings potential. In SCE's service area, the multifamily market sector has a consumption base well over 2 billion annual kilowatt hours generated by roughly 682,000 multifamily (tenant) service accounts (five or more units). Although participation levels have depleted program funding over several years, market penetration remains only about 12%. This program targets property owners and managers of multifamily complexes of 2 or more dwelling units, including mobile home parks and condominium complexes with common areas.</p>	<p>IOU Comment: The mission statement cites a statistic the market penetration of the Multifamily Energy Efficiency Subprogram is "about 12%." We believe that this statistic is based on an SCE program estimate from 2002-2004. The methodology used for this estimate is not clear at this time. In the 2010-2012 filed PIP, we could not find such language in the document. Consequently we request that this sentence be deleted from the mission statement.</p>
SW Sub-program: Multi-Family Energy Efficiency Rebate (MFEER)		

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #	IOU
<p><i>CA EESP Goal (2): Home buyers, owners and renovators will implement a whole-house approach to energy consumption that will guide their purchase and use of existing and new homes, home equipment (e.g., HVAC systems), household appliances, lighting, and "plug load" amenities.</i></p>	<p>p. 11</p>	

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CA EE SP 2-1: By 2020, 100% of existing multi-family homes have a 40% decrease in purchased energy from 2008 levels	p. 19	
CA EE SP 2-2: Promote effective decision-making to create widespread demand for energy efficiency measures	p. 20	
CA EE SP 2-3: Manage research into new/advanced cost-effective innovations to reduce energy use in existing homes	p. 20	Not a program strategy

Short-term (2010-2012) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
1) Diversify energy efficiency measures such that non-lighting measures represent X% of program savings (BTUs? KW/Kwh?) by 2012	Staff	<p>IOUs recommend modifying Objective-1 to the following:</p> <p>By 2012, diversify energy efficiency measures such that non-lighting measures represent at least 5% of program BTU savings. (2a type)</p> <p>IOU Rationale: IOUs would prefer this objective be phrased from the perspective of BTUs since this is a common metric that kWh and BTUs can be converted to. This objective would apply to both gas and electrical measures in the program.</p>
2) Increase participation in LIEE, CARE and ARP programs subsequent to MFEER participation to represent X% of programs by 2012	Staff	<p>IOUs recommend moving Objective-2 to the LIEE program</p> <p>IOU Rationale: The MFEER program is designed to leave behind CA brochures to the property owners/managers and to provide targeted Internet content, but the program does not solicit CARE/LIEE participation directly (i.e., renters). It would be much more cost effective to ask how did the CARE/LIEE participants learn about their program</p>
3) Increase energy efficiency understanding among MF property owners	Staff	<p>IOUs recommending moving Objective-3 to the REEP portfolio, but this same objective also at the sub-program level, and modify it to the following: Improve program participants' AKA level as compared to program targets' AKA level.</p> <p>IOU Rationale: A comparison between AKA level between program targets and program participant would be possible.</p>

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<p>4) Increase participation in MFEER program from xx% of MF complexes in IOU services territories in 2010 to yy% in 2012</p>	<p align="center">Staff</p>	<p>IOUs recommend deleting Objective-4 from the MFEER program and moving it into the Whole Apartment Program.</p> <p>IOU Rationale: Please see comments at mission statement above. This is a good objective but difficult and expensive to measure. We need to come up with a way to define apartments/condo complexes since they may not always be correctly identified by "account type." Also, we need to determine how to treat repeat program visits for different measure treatments.</p>
		<p>IOUs recommend adding Objective-5 as follows:</p> <p>By 2012, maintain and/or improve customer satisfaction of program participants (i.e., property owners/managers) from 2010 baseline.</p> <p>IOU Rationale: Maintaining customer satisfaction was an important objective for SCE's MFEER program. In 2006-2008, the program experienced declining satisfaction due to program participants releasing payments prematurely to the contractors, and later experienced less satisfactory project experience. We recommend measuring customer satisfaction in lieu of measuring participant workshops to get at the underlying program issue.</p> <p>Satisfaction would be measured from the perspective of program participants (i.e., program sign-up, rebate processing), interaction with program staff, and program as a whole. (Please refer to suite of questions from Staff process evaluation as illustrations).</p>

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Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
1) Percentage increase in energy efficiency awareness/knowledge (attitude?) among MFEER participants (defined at subprogram level as property managers/owners, not renters) (move all res subprogram "awareness" PPMs up to res program level) (need to define and operationalize survey questions jointly) by 2012 as compared to 2010	Staff	2b	Y	IOUs recommend modifying the following: (For Objective-1) % of improvement in AKA level program targets and program participants (2b metric)
2) Percentage of MFEER unit dwellers participants who subsequently enroll in an additional IOU program (e.g. LIEE, ARP, and CARE) (SCE- tracking capability for this does not currently exist; could be tested for future consideration) (SDGE: Is OK with PPM, so can transfer any leads to LIEE and track. Low income database has this capacity (?). LIEE targets customers by zipcode whereas MFEER is open to all; MFEER program should review LIEE targeting approach to see if replicable. LIEE database is used in MFEER program). (SCE: consider tracking this under LIEE program; MFEER is a "leave behind" of brochures). PG&E –similar tracking challenges as SCE.	Staff	2a	N	IOUs recommend deleting PPM (For Objective-2) IOU Rationale: There are numerous measurement difficulties associated with this measure (e.g., tracking capability does not currently exist for family program targets owned by other programs target residents)
3) Non-lighting measures (BTUs) as a percentage of total energy efficiency measures adopted under MFEER (# units; BTUs). Track lighting as percentage of Kwh/ estimate non-lighting measure savings based on ex-ante deemed savings (evaluation will give additional data) This allows both to be "2a". (Most IOUs prefer Kwh/KW as metric)	Staff	2a	N	IOUs recommend modifying the following (For Objective-1) % of non-lighting measures adopted compared to % of total EE measures adopted in the MFEER program for single commodity IOU and mixed commodity IOU. (2a metric)
4) Number of workshops (IOUs will define) for participating property owners/managers to understand program requirements and procedures	DR/IOU	1	N	IOUs recommend modifying the following: (For Objective-1)

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(tie-in to EE loading order). Track by # of units that participating property owner/manager owns/manages. Attendance in person. Target should be smaller property owners because larger ones are already well aware of program (?). Intent of this PPM is to address survey's suggesting dissatisfaction of participating property owner/managers. PPM was designed to make sure that participants understand requirements. Contractors are also participant				For program participants, level of customer satisfaction (%) as compared to prior program cycle baseline. (2b metric) Delete
5) Total number of MFEER participants (property managers/owners) in IOU service territories, and estimated percent of all MF units/complexes in IOU service territories that this represents. Track cumulatively? Operationalize definitions to break out repeat participants.	Staff	2a or 2b	Y—establish baseline using existing data	IOUs recommend deleting PPM Objective 4)

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

**Metric type: 2a = reported annually, 2b = reported by end of cycle.

Long-Term (2013-2020) "SMART" Sub-program Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
1) By 2020, 100% of existing multi-family homes have a 40% decrease in purchased energy from 2008 levels Note: Attribution is difficult	SP (p. 19)	OK. IOU Comments: This objective should pertain to 2013 rather than 2008, if we also need to discern the reasons behind these energy savings (i.e., appliance upgrade behavior, increase/decrease in household size) to inform program design. A comparison of current purchased energy to 2008 baseline is possible from billing history, but we may not be able to discern the causes of energy usage reduction.
2) Increase penetration of ENERGY STAR rated appliances in MF properties (note: not all ES appliances are rebated)	Staff	OK. IOU Comments: Objective-2, is a strategy to Objectives 1. If necessary, this needs to be part of a new saturation strategy.

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		study such as CLASS (CA Lighting and Appliance Saturation Study). An updated CLASS study would need to be expanded to include multi-family residences. Note that CLASS was last fielded in 2005 and included single-family residences only). Also, we need to clearly define what appliances are included in this tracking. These should be appliances under property owners/manager control (i.e., refrigerators, commercial clothes washer/dryer, central water heater, central A/C, etc.). Baselines would be required, as they do not now exist.
3) Increase average efficiency of fixtures (non-ES appliances, controllers, etc., central building water heaters; need to identify specific appliances) in MF properties. Replicate SF baseline study for MF.	Staff	Ok

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Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comments
1) Percentage of MF Homes having a 40% decrease in purchased energy from 2008 levels	SP (p. 19)	3	Y	IOUs recommend modeling the following (For Objectives): % of multi-family buildings with purchased energy reduced by 20% or 30% or 40% IOU assessment of price
2) Average efficiency of common area fixtures in MF properties	Staff	3	Y	IOUs recommend modeling the following: (For Objectives): Average efficiency levels of common area appliances and fixtures in MF properties

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				IOU assessment of pri
3) Penetration levels of ENERGY STAR rated appliances in MF properties (only those within control of property owner/managers- need to define); couldn't track ES appliances that fall off list. Note that this is a MT indicator, so not only caused by IOU programs.	Staff	3	Y	IOUs recommend dele

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***Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.*

Residential - Whole House Retrofit Subprogram

	Mission	IOU Comments
SW Program: Residential	The Whole House Prescriptive Sub Program is a new addition to the 2010-2012 statewide residential portfolio. The Whole House	
SW <u>Sub</u> -program: Whole House “ Energy Upgrade California-Advanced and Basic Programs ”	Performance Program is a third party local program for each of the IOUs. Both Whole House programs are designed to offer customers and contractors an easy entry point on the path to home performance. The prescriptive program will allow customers to reduce energy usage while increasing the energy performance and comfort of their existing homes and minimizing lost opportunities for future comprehensive retrofit options. The programs will also educate contractors and customers on the benefits of implementing comprehensive whole house retrofits on existing buildings that will provide systematic reductions in energy use. Both of these programs will leverage and contribute to the pool of qualifying contractors, provide linkage to the local government programs to support financing (i.e., AB811 financing options, etc.) and support a cohesive integrated marketing and outreach efforts. An important goal for both programs (as adopted in D0909047) is to achieve 20% energy reduction for all treated homes.	<p>IOUs recommend modifying the Mission Statement</p> <p>The Whole House Prescriptive Sub Program is a new addition to the 2010-2012 statewide residential portfolio. The prescriptive program is designed to offer customers and contractors an easy entry point to the path of home performance. Both Whole House programs are designed to offer customers and contractors an easy entry point on the path to home performance. The prescriptive program will allow customers to reduce energy usage while increasing the energy performance and comfort of their existing homes and minimizing lost opportunities for future comprehensive retrofit options. The programs will also educate contractors and customers on the benefits of implementing comprehensive whole house retrofits on existing buildings that will provide systematic reductions in energy use. Both of these programs will leverage and contribute to the pool of qualifying contractors, provide linkage to the local government programs to support financing (i.e., AB811 financing options, etc.) and support a cohesive integrated marketing and outreach efforts. An important goal for both programs (as adopted in D0909047) is to achieve a 10% energy reduction for all treated homes.</p> <p>IOU Rationale: There are a few inaccuracies in the existing statement that do not reflect accurately what is being implemented. The modified statement is consistent with the submitted Petition to Modify the PIP. Most importantly, the Whole House Program has submitted a Petition to Modify the energy reduction goal to for the prescriptive program to eliminate a specific energy reduction target for home performance program.</p>

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CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #
<u>Goal 2</u> : Home buyers, owners and renovators will implement a whole-house approach to energy consumption that will guide their purchase and use of existing and new homes, home equipment (e.g., HVAC systems), household appliances, lighting, and "plug load" amenities.	p. 11
<u>Strategy 2-1</u> : Deploy full scale whole house programs.	p. 19
<u>Milestone 2-1</u> : By 2020: <ul style="list-style-type: none"> ▪ 25% of existing homes have a 70% decrease in purchased energy from 2008 levels ▪ 75% of existing homes have a 30% decrease in purchased energy from 2008 levels ▪ 100% of existing multi-family homes have a 40% decrease in purchased energy from 2008 levels 	p. 19
<u>Goal Result 2</u> : Energy consumption in existing homes will be reduced by 20% by 2015 and 40% by 2020 through universal demand for highly efficiency homes and products	p. 11
<u>Strategy 2-2</u> : Promote effective decision-making to create widespread demand for energy efficiency measures	p. 20
<u>Strategy 2-3</u> : Manage research into new/advanced cost-effective innovations to reduce energy use in existing homes	p. 20
<u>Strategy 2-4</u> : Develop financial products and programs such as on-bill financing to encourage demand for energy efficiency building products, home systems, and appliances	p. 20

Short-term (2010-2012) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 1: Enroll and complete upgrade work on the following number of homes by 2012: SCE - 11,820; SCG - 10,644; PG&E - 15,500; SDG&E's - 3,606. (Goals will be adjusted based on the actual program roll-out date) Rolled-up performance and prescriptive.	DR, PIP	OK.
Objective 2: Enroll an increasing number contractor firms to participate in program each year (Targets for 2012 are: PG&E- 73; SCE- 63; SCG- 57; SDG&E- 17)	DR, PIP	IOUs recommend modifying Objective-2 to the fo Enroll an increasing number of contractor firms t eligible to participate in either prescriptive and/o performance programs each year. (Targets for 20 PG&E- 73; SCE- 63; SCG- 57; SDG&E- 17)

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		IOU Rationale: This goal is for performance and prescriptive programs combined.
Objective 3: Increase contractors' and customers' awareness and knowledge of benefits of comprehensive whole house retrofits and the "house as a system"	PIP	<p>IOUs recommend modifying Objective-3 to the fo</p> <p>Leverage ARRA funding for promotion of the who program, increase contractors' and homeowners awareness of benefits of comprehensive whole h retrofits 25% over existing 2010 baseline.</p> <p>IOU Rationale: "House as a system" is a new and untested marketing concept. (Source for 2010 ba data: SW Whole House Program Survey Report, J 2010, Hiner and Partners Inc.)</p>
Objective 4: Decrease percentage of participating homes not passing QA/QC review	PIP	<p>IOUs recommend modifying Objective-4 to the fo</p> <p>By 2012, optimize the proportion of homes inspe that pass QA/QC review.</p> <p>("Optimal" is not measureable but reportable).</p> <p>IOU Rationale: Given the anticipated growth in so this program, the number of new contractors wil significantly. As a result of growth, the IOUs antic that some new contractors may be eliminated ev because of QA/QC issues. Consequently, we antic that, throughout the program cycle, the proporti homes not passing may grow initially and then de IOUs recruit new and trim ineffective contractors</p>
Objective 5: Energy savings per home for prescriptive and performance program participants achieve adopted target savings levels	PIP, D0909047	<p>IOUs recommend modifying Objective-5 to the fo</p> <p>Energy savings per home for prescriptive and performance program participants achieve adopt target savings levels (an average of 10% for presc</p>

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		programs and an average of 10%-20% for performance programs).
Objective 6: By 2012, incorporate radiant cooling, ductless systems, ground source heat pumps, etc into 5% of participating "performance" program homes	SP, p. 63 (also applies to new construction)	IOUs recommend deleting Objective-6. IOU Rationale: (1) This objective is not specific to our current program design. (2) The cost of implementing these measures is significantly beyond the average cost of current Whole Home measures.

Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
PPM 1: Number of homes treated in the program for 2010-2012 (prescriptive and performance participation indicated distinctly)	AL, DR, PIP	2a	N	OK (For Objective-1)
PPM 2: Number of enrolled contracting firms participating in the program	AL, DR, PIP	2a	N	OK IOUs recommend a minor change to PPM-2 (For Objective-2): Number of enrolled contracting firms participating in the program.
PPM 3: Average Ex-ante savings per home as reported (average, kwh, therms, KW) Most likely prescriptive. Will need to be tracked by CZ. Performance tracked by test-in/test-out.	D0909047; Staff	2a	N	IOUs recommend a minor change to PPM-3 (For Objective-5): Average Ex-ante savings per home as reported (average, kWh, therms, kW) for both performance and prescriptive programs by climate zone.

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PPM 4: Average and range of evaluated energy savings per home (prescriptive and performance programs)	D0909047, Staff	2b	Y, Recommended- 2010	OK. (For Objectie-5)
PPM 5: Number/percentage of homes not passing QA/QC review, by IOU stick with percentage. But useful to know number/no targets.	Staff	2a	N	OK. (For Objective-4)

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**Metric type: 2a = reported annually, 2b = reported by end of cycle.

Long-Term (2013-2020) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
Objective 2: By 2013, 2017 and 2020, costs to customers of whole house retrofits are decreased as compared to 2010 levels issue: yes we want to track, but don't want to force ourselves to drive costs lower. Want to track if they are going down/up. CF: just a measure of how market is changing over time. JC: cost per unit of energy to be saved? Normalized method to be determined.	Staff	<p>We suggest modifying Objective-2 to the following:</p> <p>By 2013, 2017 and 2020, costs to customers of whole house retrofits are decreased as compared to 2010 levels for identical measures, when controlling for measures implemented and economic factors, including costs of goods and labor.</p> <p>IOU Rationale: Our concerns with this objective include</p> <ol style="list-style-type: none"> 1) Costs are primarily driven by labor, and these costs are not easily forecasted or under IOU control. 2) Measure selection may vary over time, and measures drive cost. Moreover, measure selection is not easily forecasted.
Objective 3: Customers have increasing financing options for whole house retrofits, including options leveraged by and coordinated with IOU programs and those offered by other entities. Comment: if costs go down, financing would also decrease. Let's not have 2 and 3 at cross-purposes. JC: metric could be # of participants not able to proceed due to unavailable financing. ED gap analysis will identify which options exist or are lacking.	SP, Staff	<p>IOUs recommend deleting this as a utility goal.</p> <p>IOU Rationale: Financing availability and costs are not under IOU control.</p>

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Long-Term <u>Sub-program</u> MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comments
MT Indicator 1: Increased consumer awareness and knowledge of and attitudes towards levels of home as a system by consumers and contractors	SP	3	Y	<p>IOUs recommend modifying MT-1 to the following (pertaining to no goal):</p> <p>Increased consumer and contractor AKA towards the marketing concept of "home as a system."</p> <p>IOU assessment of priority: High.</p>
MT Indicator 4: Average total cost of whole house energy efficiency retrofit to consumers (sorted by level of energy savings or type of job)	Staff	3	Y	<p>IOUs recommend deleting MT-4 (For Objective-2)</p>
MT Indicator 5: Average amount of financing used for whole house retrofits and types of sources	Staff	3	Y	<p>IOUs recommend changing MT-5 to the following:</p> <p>The proportion (%) of households that do not to perform comprehensive energy upgrades due to lack of available financing.</p> <p>IOU Rationale: Consumer use of financing will vary due to factors including financing availability, economic conditions, and the number and cost of measures implemented.</p> <p>IOU assessment of priority: Low.</p>

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**Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.

Lighting Market Transformation Program

	Mission	IOU Comments
<p>SW Program: Lighting Market Transformation (LMT)</p>	<p>Statewide Lighting Market Transformation Program (LMT) establishes processes through which the IOUS can develop and test market</p>	
<p>SW <u>Sub</u>-programs: Lighting Technology Advancement; Lighting Education and Information; Lighting Market Transformation</p>	<p>transformation strategies for both emerging and existing lighting technologies across all market sectors. LMT, operating through funding leverage, includes market research and coordination activities, and an educational component for improving the information available to consumers, contractors, and other market actors. A major part of the program involves design and planning that can be transferred to pilots and market analyses in the context of product life cycle and existing programs. The program also seeks to advance development of increasingly efficient lighting technologies. LMT is a non-resource program.</p>	<p>IOU Comments: After the joint LMT PPM meeting, additional emails and communications took place to address clarifications from IOUs, ED and consultants. The following are the latest thoughts and suggestions based on the meeting:</p> <p>The LMT PPMs should address the two primary areas:</p> <ol style="list-style-type: none"> 1. Developing and revising pipeline plans (including a cost measure), and 2. Leveraging IOU programs, government programs, and industry partners to implement the pipeline plans. <p>The Pipeline Plans are the core of the Lighting Market Transformation Program. All the collaborative efforts and leveraging decisions and activities support the development of Pipeline Plans.</p> <p>The pipeline plan describes the following information for each sector:</p> <ul style="list-style-type: none"> • The best practice technology or system • The opportunities associated with the best practice technology or system, • The barriers to the best practice technology or system in the market sector • “The Strategy” for the best practice technology or system • The estimated timeline for “the Strategy” for the best practice technology or system information at the time, <ul style="list-style-type: none"> ○ The pipeline plan is not a static document and should adapt to changing conditions, such as regulations, etc.



“The Strategy” describes the necessary coordination between statewide IOU programs, ED/CPUC, government agencies, and industry partners.

- Example, LMT to leverage and coordinate:
 - ET to evaluate technology viability through technology assessments, surveys, etc.,
 - EE to develop pilot programs
 - WE&T to develop and deliver advanced lighting technologies,
 - Energy Centers to develop technology fact sheets, and
 - Industry to present and disseminate findings through presentations or white papers

CA EESP Goals/Strategies Addressed by SW <u>Program</u> :	CA EESP Ref. pp. #
<p><u>Goal 1.</u> Develop and implement coordinated policies, procedures, and other market interventions that eliminate barriers, accelerate lighting market transformation* in California and provide incentives for best practice lighting technologies and systems. Goal Results: By 2020, existing policies and procedures in California will enable lighting technologies to contribute to zero net energy (ZNE)* consumption with negligible negative impacts on the environment.</p>	Section 13, p.3
<p><u>Goal 2.</u> Define and advance best practices for design, installation, operation and maintenance of integrated systems* to achieve sustainable* lighting solutions for all spaces. Goal Results: By 2020, 100% of new and retrofit lighting installations will meet best practice standards and are optimally maintained throughout their useful lives.</p>	Section 13, p.3
<p><u>Goal 3.</u> Create widespread end user desire for, purchase of, and use of best practice lighting technologies, and systems. Goal Results: By 2020, transform consumers’ lighting preferences to best practices as demonstrated by an 80% decrease in perceived barriers to adoption and a 50% decrease in sales of inefficient lighting products in key market segments (over 2010 baselines).</p>	Section 13, p.3
<p><u>Goal 4.</u> Develop research, development and demonstration (RD&D) networks to create, test, and deliver the lighting solutions needed to transform California’s lighting market achieve ZNE goals. Goal Results: Create a broad RD&D portfolio of technologies that will support a 60-80% statewide reduction in electrical lighting energy consumption by 2020.</p>	Section 13, p.3

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Short-term (2010-2012) "SMART" <u>Sub-program Objectives:</u>	Source (SP, AL, DR, PIP, or Staff)*	IOU Comm
<p>Objective 1: Formalize a process – via the selection and piloting of technologies - by which the IOUs can rapidly introduce advanced lighting solutions and emerging technologies to the marketplace, improve existing lighting programs, and develop new program strategies; (notes: "indirect influence" a goal of program and hard to measure; "sub –programs" really activities) Note: is this the definition of Pipeline Plan?</p>	<p>AL (IOU PPM spreadsheet)</p>	<p>IOUs propose modifying Objectives 1 and 2 to include the following: Formalize a process by which IOUs can rapidly introduce advanced lighting solutions and emerging technologies to the marketplace, improve existing lighting programs in the 2011</p>
<p>Objective 2: Address the pressing need for better and more accessible information on lighting technologies through proposing new strategies for core programs. This sub-program will cooperate with and leverage the resources of other programs to provide assess the need for and facilitate the development of improved access to information and education regarding existing and emerging lighting technologies among end-users, IOU staff, equipment suppliers, lighting designers, and equipment installation contractors. (Notes: specific budget towards this not identified in Adv. Lighting so far; could add lighting emphasis to OBG).</p>	<p>PIP (SCE, p.548)</p>	<p>IOUs propose modifying Objectives 1 and 2 to include the following: By 2012 or before, address the pressing need for better and more accessible information on lighting technologies., including developing a lighting technology roadmap (i.e., what's new and available and when (MM/YY), using available information from all IOU and external parties) by January 2011 and update bi-annually.</p> <p>IOU Rationale: This key activity provides better access to information and education regarding existing and emerging lighting technologies to end-users (i.e., leveraging existing programs such as access/WET/MEO, etc.), IOU staff, equipment suppliers, lighting designers, and equipment installation contractors.</p> <p>Milestones: (1) Develop a lighting technology roadmap (what's new and available and when using available information from all IOU and external parties) by January 2011 and update annually.</p>

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		<p>For example, the purpose of this is to develop an at-a-glance understanding of technologies/measures could be when, in the context of the program.</p> <ul style="list-style-type: none"> (2) Develop a communication plan for lighting technology roadmap available to all concerned parties annually in the LMT June Report. (3) Leverage available on-line information such as patterns from MEO/OBG/CPUC portal site for information such as patterns and practices for general access in annual LMT June Report.
<p>Objective 3: 1. (1) Clearly define “market transformation” for each technology by reviewing existing research (especially with regard to market data on technology saturation), identify research gaps, and propose/conduct additional research and data collection as appropriate to increase understanding of the technology (including rate of technology adoption); and (2) Develop appropriate metrics and guidelines for determining when market transformation has occurred and publicly-funded intervention is no longer appropriate, so as to define an end-point for strategies and set the course for new programs and goals. Notes: review D-0909047 language on this; this activity is a step in rethinking stages of MT. This IOU program activity can propose when a targeted market will be transformed, but refer to D0909047 for Commission expectation of its role in “confirming” MT.</p>	<p>PIP (SCE, p.548)</p>	<p>IOUs propose modifying Objective 3:</p> <ul style="list-style-type: none"> (1) Identify strategic options for reviewing existing research and data on technology saturation, identify research gaps, and propose/conduct additional research and data collection as appropriate to increase understanding of technology (including rate of adoption); and (2) Develop appropriate metrics and guidelines for determining when market transformation has occurred and publicly-funded intervention is no longer appropriate, so as to define an end-point for strategies and set the course for new programs and goals. <p>Milestones:</p> <ul style="list-style-type: none"> (1) Identify strategic options for reviewing existing research and data on technology saturation, and make them available to all concerned parties in the plan, and report in the annual LMT June Report.

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		Identify the unique conditions (e.g., market saturation) for each program to determine when program may no longer be necessary, and report findings in the June Report.
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Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
<p>PPM 1: ED-proposal: Number of Best Practice technology, systems, and approaches program helps identify;</p> <p>IOU AL proposal: Number of new technology projects, studies or analyses completed and summarized in: a) workpapers, b) white paper, and c) pilot projects proposals to partner programs.</p> <p>Draft Objectives around program’s awareness- building activities PPM1a) Leveraging partner program’s increasing of awareness and use of these (this leveraging and AKA-building assessed in these partner programs- move PPM Advanced Lighting, all non-res, basic lighting, some partnerships, 3rd party programs). LMT staff will facilitate communication internally and externally on promising technologies.</p> <p>PPM1b) Building AKA amongst market actors (via white papers, etc).</p>	Staff	2b	Y	<p>IOUs propose modifying PPM-1 Objectives-1, -2, and -3:</p> <p>Complete milestones described Objective-2, and Objective-3 about the annual LMT June Report.</p> <p>(2a metric)</p>
<p>PPM 2: Degree of advancement of program selected technologies along their LMT pipeline plans</p> <p>Creation of “pipelines plan/strategic direction documents,” facilitation of launch of associated pipeline plan/strategic direction project implementation, and stage of implementation of pipeline plans/strategic direction.</p> <p>IOU to do: define key terms such as: 1) Pipeline plan; 2) Strategic direction; 3) White paper; 4) Pilot project</p>	Staff	2a 2 b 2b	N	<p>IOUs propose modifying PPM-2 Objective-1):</p> <p>Number of recommended projects completed, with findings and recommendations; this is a tracking of lighting related to Advanced Lighting and 3rd parties</p> <p>(2a metric)</p>

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Getting rebates into areas of high potential for new technologies (one def of Pipeline plan)				IOU rationale: These projects m period of time to complete as de process. It makes more sense to overtime.
PPM 3: Length of time from when a technology graduates from the ET program to when it's integrated into a core IOU program.	Staff	2b	N	IOUs recommend deleting PPM- IOU Rationale: We would like to once the LMT program is fully de implemented. IOUs will like to re ED for 2013-2015.
PPM 4: Number of new program delivery strategies identified by the program Alternate PPM?: Impact to portfolio of strategies developed by program Core function is analysis function (proposed by Nate/PG&E; Lela, SDG&E disagrees. Needs more discussion) Alternate PPM? Number of analyses that translated into a core program (proposed by Caroline, SCE).	Staff	2a	N	IOUs recommend deleting PPM- IOU Rationale: We would like to once the LMT program is fully de implemented. IOUs would like t with ED for 2013-2015.
PPM 5: Number of products introduced into the lighting market via the LMT program	Staff	2a	N	IOUs recommend modifying PPM Objective-1): # of EE lighting measures added as a result of LMT activities and annual LMT June Report. (2a metric)
PPM 6: Degree of market availability of technologies selected by the program. IOUs state that this is an indirect output; other programs would have fuller responsibility for this.	Staff	2b	N	IOUs recommend deleting PPM- IOU Rationale: We would like to once the LMT program is fully de implemented. IOUs will like to re ED for 2013-2015. LMT will work and other programs, but LMT is rather than program implement

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Notes: ED question: can IOUs modify and then live with these draft PPMs? May be too narrow as is; IOUs need to revisit key objectives and work up related PPMs. IOUs need to caucus and blend updated program plans and ED feedback.				Please refer to IOU comments n statement
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**SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]*

***Metric type: 2a = reported annually, 2b = reported by end of cycle.*

Long-Term (2013-2020) "SMART" Sub-program Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comm
Objective 1: By 2020, 100% of new and retrofit lighting installations will meet best practices.	SP (Lighting chapter, Goal 2 Result, p.3)	IOU Comments: This objective definition so it can be operational definitions may differ from consumer applications so these be at the sector level. It is best to identify the short that we would like to advance measurement.
Objective 2: By 2020, transform consumer's lighting preferences to best practices as demonstrated by an 80% decrease in perceived barriers to adoption and a 50% decrease in sales of inefficient lighting products in key market segments (over 2010 baselines).	SP (Lighting chapter, Goal 3 Result, p.3)	IOU Comment: Same commercial lighting preferences and best over time. Again, These sweet be clearly defined before mea place.
Objective 3: Create a broad RD&D portfolio of technologies that will support a 60-80% reduction in electrical lighting energy consumption by 2020.	SP (Lighting chapter, Goal 4 Result, p.3)	

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Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Cor

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MT Indicator 1: Percentage of total lighting sales comprised of Best Practice technologies (by sector)	Staff	3	Y	IOU Comments: We need definitions for "Best Practice" in a changing environment. We are developing definition for IOU assessment of prior
MT Indicator 2: Number of technologies (by sector) for which market transformation is achieved (as defined by the program)	Staff	3	N	OK IOU Comments: IOUs need definition for "sector." IOU assessment of prior
MT Indicator 3: Number of technologies by sector that no longer require IOU program interventions	Staff	3	N	IOU assessment of prior We may wish to focus more elsewhere for now.

**SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]*
***Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.*

Workforce, Education, and Training – Centergies Subprogram

	Mission	IOU Comments
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SW Program: WE&T	The Statewide IOU Workforce Education and Training (WE&T) Program represents a portfolio of education, training, and workforce development planning and implementation funded by or coordinated with the Investor-Owned Utilities. Education and training are vital components of each of the IOU's energy efficiency portfolio filings for 2009-2011 and are integral in supporting the achievement of IOU energy savings targets and the workforce objectives set forth in the California Long-Term Energy Efficiency Strategic Plan (Strategic Plan). Workforce Education and Training has become an important crosscutting activity for the IOUs in an effort to not only educate and train current workers, but to prepare future workers to be better able to successfully perform the jobs needed to help achieve increased energy savings targets for the IOUs and California's clean energy goals.	OK.
SW <u>Sub-program</u> : Centergies	The WE&T Centergies Sub-Program is generally organized around market sectors and cross-cutting segments to facilitate workforce education and training appropriate for achieving the energy savings, demand reductions and related energy initiatives required of the IOUs. The Energy Centers represent the largest component of this Sub-Program and provide WE&T curriculum and related deliverables—training courses, seminars, workshops, clean energy technology demonstration, equipment efficiency testing, interactive training exhibits and lectures—to promote industry trends and developments for advancing energy efficiency as a professional discipline.	OK.

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #
Goal 1: Establish energy Efficiency education and training at all levels of California's educational systems.	p. 74
Goal 2: Ensure that all minority, low-income, and disadvantaged communities fully participate in training and education programs at all levels of the demand side energy management industry.	p. 74
Strategy 1-2: Support the community college and adult education efforts to support students to develop their education based on visible career paths in energy efficiency and related fields.	p. 77

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Strategy 1-3: Incorporate EE and demand side energy management skills into traditional contractor and technician training.	p. 77
Strategy 1-4: Create or expand college and university programs with EE focus and foster green campus efforts to apply this knowledge in clear view of students and faculty	p. 77

Short-term (2010-2012) "SMART" Sub-program Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
1. By 2012, the number of Centergies program educational partnerships within all adult education levels (CCC, CSU, UC, Trade & Labor, Adult Education) increases by X% (identify proportion of partnerships that address low-income participants / communities). (SC1-minority and disadvantaged communities are addressed in #2)	CEESP (see above) / Statewide WE&T PIP p. 22 23	IOUs recommend modifying Objective-1 to following: Using 2011 as the baseline year, by 2012, the IOUs will of educational collaboration with partners by 10%. IOU Rationale: Definition of educational collaboration in outreach events and consultations are needed. These o include exchanges of monetary or in-kind support and s sharing meeting facilities, marketing/promotional servi
2. By 2012, the number of identified low-income (pre-determined criteria) Centergies program participants increases by X%.	CEESP (see above) / Statewide WE&T PIP p. 22	IOUs recommend changing Objective-2 to following: Using 2011 as the baseline year, by 2012, the IOUs will collaboration with organizations that offer educational disadvantaged communities by 10%. IOU Rationale: Definition of collaboration is the same as We also need to define "organizations serving education disadvantaged communities."
3. By 2012, the number of identified low-income (pre-determined criteria) Centergies program participants increases by X%.	CEESP (see above) / IOU – Stakeholder workshops	IOUs recommend moving Objective-3 to WET Connectio discussed and agreed to on 9/21/2010 ED workshop.
4. By 2012, a significant number of Centergies training courses includes the subject of Integrated Demand Side Energy Management skillsets (EE, DR, DG) in a way that promotes understanding of all these resources and how they interact as well as the	CEESP (see above) / Statewide	IOUs recommend modifying Objective-4 to the following By 2012, the IOUs will offer IDSM educational services v

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<p>career and educational paths associated with them (Yes / No Metric)</p> <p>-The number of Centergies training courses offered that include substantial coverage (ie approximately 50% or more) IDSM subject matter (EE, DR, DG).</p> <p>-ED wants to include technical. IOUs are concerned about funding; caveats to technical are "subject to funding." IOUs should be working towards collaboration.</p> <p>-SCE doesn't think "substantial" is appropriate for WE&T Connections. ED thinks removing "substantial" represents opportunities lost. "Significant" is defined as 25% in Connections.</p>	<p>WE&T PIP p. 39</p>	<p>IDSM content. (Y/N metric)</p> <p>Definition of "substantial" is that approximately 50% or more content must address IDSM subject matter, such as integrated design.</p>
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Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required (Y/N)	IOU Comments
<p>1. Number of Centergies program educational partnerships collaboration (in kind or monetary support) within all adult education levels (CCC, CSU, UC, Trade & Labor, Adult Education)</p> <p>-Partnership/collaborative approach: schools usually provide a place, support, and/or marketing and IOUs provide money and/or resources</p> <p>-Tracking should identify who the IOUs are collaborating with</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 22 - 23</p>	<p>2B</p>	<p>N</p>	<p>IOUs recommend modifying PPM-1 to the following Objective-1)</p> <p>% increase in educational collaboration with partners from 2011 baseline</p> <p>(2b metric)</p>
<p>2. Number of outreach events, technical consultations, and seminars targeted to disadvantaged communities or done in partnership with disadvantaged organizations identified low-income (pre-determined criteria) Centergies program participants</p> <p>-Pre-determined criteria: Low-income should be defined</p>	<p>CEESP (see above) / Statewide WET PIP p. 22</p>	<p>2A</p>	<p>N</p>	<p>IOUs recommend modifying PPM-2 to the following Objective-2)</p> <p>% increase in educational collaboration with organizations serving disadvantaged communities</p> <p>(2b metric)</p>
<p>3. Number of high school level continuing education outreach partnerships the IOU Centergies program supports</p> <p>-Not called out in PIPs; may be more appropriate to be placed in WE&T Connections</p>	<p>CEESP (see above) / IOU Stakeholder workshops</p>	<p>2A</p>	<p>N</p>	<p>IOUs recommend deleting PPM-3 (For no objective)</p>
<p>4. Number of Centergies training courses that include the subject of Integrated Demand Side Energy Management skillsets (EE, DR, DG) in a</p>	<p>CEESP (see above) /</p>	<p>2A</p>	<p>N</p>	<p>IOUs recommend modifying PPM-4 to the following Objective-4)</p>

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<p>way that promotes understanding of all these resources and how they interact as well as the career and educational paths associated with them (Y/N)</p> <ul style="list-style-type: none"> -Need definition of significant (listed in objective, not metric) -Definition of integrated/integration: Integration can be used in more than one way -Need to consider how this fits in with the IDSM piece 	<p>Statewide WET PIP p. 39</p>			<p># of IDSM educational classes with substantial IDSM content (2b metric)</p>
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**Metric type: 2a = reported annually, 2b = reported by end of cycle.

Long-Term (2013-2020) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comments
<p>1. By 2015, X% of Centergies past program participants state an interest in pursuing green careers as a result of program participation (identify figures for low-income participants).</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 30</p>	<p>IOUs recommend modifying Objective-1 to the following:</p> <p>By 2015, increase or maintain (use 2010 as baseline) the number of past program participants stating an interest in pursuing green careers as a result of program participation (directional)</p> <p>IOU Rationale: This objective, as stated by ED, has several measurement problems since past participants are difficult and costly to track and monitor. IOUs would like to discuss LT-Objectives with ED once the WET needs assessment is published.</p>
<p>2. By 2015, utilized job knowledge and skill sets that past participants received by participating in the Centergies program represents X%. (identify figures for low-income participants)</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 30</p>	<p>IOUs recommend modifying Objective-2 to the following:</p> <p>By 2015, increase and/or maintain (use 2010 as baseline) the number of past program participants reporting utilization of knowledge and skill sets received from the program (directional)</p> <p>IOU Rationale: The WET Centergies Program</p>

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		<p>program participants to report their income level. IOUs believe this is appropriate to implement due to the nature of the program.</p> <p>In addition, tracking past participants could be beneficial.</p>
<p>3. By 2015, the number of Centergies participants that credit participation in the program as a significant reason they are currently working in a clean energy job represents X%. (identify figures for low-income participants).</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 30</p>	<p>IOUs recommend deleting Objective-3.</p> <p>IOU Rationale: It can be rolled up into objective-2. The definition of "clean energy job" would need to be clarified.</p>
<p>4. By 2015, most of the IOU WE&T portfolio of training programs address the gaps identified in the statewide WE&T Needs Assessment (includes low-income) and are significantly partnering with all levels of outside educational organizations to address these gaps (Yes / No Metric)</p>	<p>CEESP (see above) Statewide PIP p. 5, 14, 69-74, 87</p>	<p>IOUs recommend modifying Objective-4 to the following: By 2015, the IOU WE&T portfolio of training programs address the gaps identified in the statewide WE&T Needs Assessment (includes low-income) and are partnering with appropriate educational organizations (Yes/No)</p>

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Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (3)**	Baseline Study Required (Y/N)	IOU Comment
<p>1. Percent of Centergies past program participants that state an interest in pursuing green careers as a result of program participation (identify figures for low-income participants)</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 30</p>	3	N	<p>IOUs recommend modifying MT-1 to Objective-1)</p> <p>% program participants stating an interest in pursuing green careers as a result of program participation relative to baseline</p>
<p>2. Percent of past Centergies participants that attribute the program for the job knowledge and skill sets they currently use in their job. (identify figures for low-income participants)</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 30</p>	3	N	<p>IOUs recommend modifying MT-2 to Objective-2)</p> <p>% program participants reporting use of job knowledge and skills received from program relative to baseline</p>

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<p>3. Percent of past Centergies participants that attribute the program as a significant reason they are currently working in a clean energy job. (identify figures for low-income participants)</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 30</p>	<p align="center">3</p>	<p align="center">N</p>	<p>IOUs recommending deleting MT-3</p>
<p>4. IOU WE&T portfolio of training programs address the gaps identified in the statewide WE&T Needs Assessment (includes low-income) and are significantly partnering with all levels of outside educational organizations to address these gaps (Y/N)</p>	<p>CEESP (see above) Statewide PIP p. 5, 14, 69–74, 87</p>	<p align="center">3</p>	<p align="center">N</p>	<p>IOUs recommend modifying MT-4 t Objective-4) Can WET Centergies Program demo changes to address gaps identified WET Needs Assessment Study? (Y/N)</p>

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

**Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.

Workforce, Education, and Training – Connections Subprogram

	Mission	IOU Comments
SW Program: WE&T	The Statewide IOU Workforce Education and Training (WE&T) Program represents a portfolio of education, training, and workforce development planning and implementation funded by or coordinated with the Investor-Owned Utilities. Education and training are vital components of each of the IOU's energy efficiency portfolio filings for 2009-2011 and are integral in supporting the achievement of IOU energy savings targets and the workforce objectives set forth in the California Long-Term Energy Efficiency Strategic Plan (Strategic Plan). Workforce Education and Training has become an important crosscutting activity for the IOUs in an effort to not only educate and train current workers, but to prepare future workers to be better able to successfully perform the jobs needed to help achieve increased energy savings targets for the IOUs and California's clean energy goals.	OK.
SW <u>Sub-program:</u> Connections	The WE&T Connections Sub-Program is organized around downstream and upstream relationships between the IOUs and the educational sector, entry and intro-level community-based training efforts that support workforce development in energy efficiency, energy management, and new emerging green careers. This Sub-Program emphasizes education curriculum and related activities that inspire interest in energy careers, new and emerging technology, and future skills development to advance the energy initiatives and goals of the state. This Sub-Program involves expanded relationship-building to foster curriculum development and related training that result from existing and expanding industry needs. IOUs will work with education institutions, labor and communities to nurture interest in green careers by K-12, community college, occupational, vocational, and major university students, as well as assist in the growth of low-income and transitional workforce targeted clean energy training programs.	OK.

CA EESP Goals/Strategies Addressed by SW <u>Sub-program</u> :	CA EESP Ref. pp. #
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Goal 1: Establish energy Efficiency education and training at all levels of California’s educational systems.	p. 74
Goal 2: Ensure that all minority, low-income, and disadvantaged communities fully participate in training and education programs at all levels of the demand side energy management industry.	p. 74
Strategy 1-2: Support the community college and adult education efforts to support students to develop their education based on visible career paths in energy efficiency and related fields.	p. 77
Strategy 1-3: Incorporate EE and demand side energy management skills into traditional contractor and technician training.	p. 77
Strategy 1-4: Create or expand college and university programs with EE focus and foster green campus efforts to apply this knowledge in clear view of students and faculty	p. 77
Strategy 1-5: Develop K- 12 curriculum to include EE fundamentals (e.g. math, science, behavior) and identify career options in energy-related fields.	

Short-term (2010-2012) “SMART” <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comment
<p>1. By 2012, the number of Connections program educational partnerships (pre-determined criteria) within all adult education levels (CCC, CSU, UC, Trade & Labor, Adult Education, K - 12) increases by X% (identify proportion of partnerships that address low-income participants / communities).</p>	<p>CEESP (see above) / Statewide WE&T PIP p. 47</p>	<p>IOUs recommend modifying O following: Using 2011 as the baseline year will increase the level of education with partners by 10%. IOU Comment: Definition of collaboration includes seminars and consultations. These collaborations include exchanges of monetary and services (i.e., sharing marketing/promotional services)</p>
<p>2. By 2012, the number of identified low-income (pre-determined criteria) Connections program participants / Schools in low-income communities increases by X%.</p>	<p>CEESP p. 74</p>	<p>IOUs recommend modifying O following: By 2012, for k-12 WET Connections only, increase the # of title-1 s</p>

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		50% of all participants.
3. By 2012, the number of high school level continuing education outreach partnerships the IOU Connections program supports increase by X%.	CEESP (see above) / IOU – Stakeholder workshops / Statewide WE&T PIP p. 47	IOUs recommend modifying O following: By 2012, increase the number continuing education outreach WET Connection Program by 1 IOU Comment: Milestone: 1) By the end of 2011, IOUs v current number of partner WE&T Schools subcommit build these relationships s information will be used a Objective-3.
4. By 2012, a significant number of Connections educational courses includes the subject of Integrated Demand Side Energy Management knowledge and awareness (EE, DR, DG) in a way that promotes understanding of how all these resources interact and mitigate GHG environmental impacts as well as the career paths associated with them (Y/N)	CEESP (see above) / Statewide WE&T PIP p. 67	IOUs recommend modifying O following: By 2012, the Connections edu include educational content fo matter to increase awareness IOU Rationale: As we have dis workshop on 9/21, it is more a substantive IDSM classes to be Centergies Program. In WET C will focus on integration of IDS into the training material.

Short-term <u>Sub-program</u> PPMs:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type (2a or 2b)**	Baseline Study Required	IOU Comme
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			(Y/N)	
<p>1. Number of Connections program educational collaborations partnerships (in kind or monetary support) (pre-determined criteria) within all adult education levels (CCC, CSU, UC, Trade & Labor, Adult Education, K - 12) (identify proportion of partnerships that address low-income participants / communities).</p> <p>- Number of high school level continuing education outreach partnerships the IOU Centergies program supports (this was moved from Centergies and is more appropriately)</p> <p>-Educational collaborations are aimed to influence minds</p>	CEESP (see above) / Statewide WE&T PIP p. 47	2B	N	<p>IOUs recommend modifying PPM (For Objective-1)</p> <p>By 2012, % increase in education partners from 2011 baseline</p> <p>(2b metric)</p>
<p>2. Number of identified low-income (pre-determined criteria) Connections program participants / schools in low-income neighborhoods</p> <p>-Ways of determining low-income individuals:</p> <p>-Title 1: 40% of the residents in the community are considered low-income (low-income is defined by Federal poverty definition)</p> <p>-Number of individuals who qualify for school lunches</p> <p>-“Minority” and “low-income” should not be used interchangeably</p>	CEESP p. 74	2A	N	<p>IOUs recommend modifying PPM (For Objective-2)</p> <p>% K-12 WET Connection program from title-1 schools</p> <p>(2a metric)</p>
<p>3. Number of high school level continuing education outreach partnerships the IOU Connection program supports</p> <p>-Partnerships issue should be addressed similarly to how it will be addressed in Centergies</p>	CEESP (see above) / IOU – Stakeholder workshops / PIP p. 47	2A	N	<p>IOUs recommend modifying PPM (For Objective-3)</p> <p>PPM-3a: Complete identified m</p> <p>PPM-3b: # of high school contin outreach partnerships in WET Co baseline</p> <p>(2a & b metric)</p>
<p>4. Number of Connections educational courses that include the subject of IDSM (EE, DR, DG) in a way that promotes understanding of how all these resources interact and mitigate GHG environmental impacts as well as the career paths associated with them.</p>	CEESP (see above) / PIP p. 67	2A	N	<p>IOUs recommend modifying PPM (For Objective-4)</p> <p>Did WET Connection Program in matter into its educational mate</p> <p>(2b metric)</p>

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**Metric type: 2a = reported annually, 2b = reported by end of cycle.

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Long-Term (2013-2020) "SMART" <u>Sub-program</u> Objectives:	Source (SP, AL, DR, PIP, or Staff)*	IOU Comm
<p>1. By 2015, X% of past participating schools have continued to offer the programs and curricula originally developed via IOU / educational organization partnerships without continued IOU support.</p>	<p>CEESP (see above)</p>	<p>IOUs recommend modify the following:</p> <p>By 2012 the % of prior participating schools that the WET Connection train without program support</p> <p>IOU Rationale: to make the objective, we are recom the scope of this objective progress from program cycle.</p>
<p>2. By 2015, X% of trainers at all educational levels that participated in Connections sponsored train-the-trainer programs continue to utilize this knowledge in their current teaching positions.</p>	<p>Statewide PIP p. 37, 45, 76, 92</p>	<p>IOUs recommend deletin</p> <p>IOU Rationale: This objec up into objective-1 above</p>
<p>3. By 2015, most of the IOU WE&T portfolio of training programs address the gaps identified in the statewide WE&T Needs Assessment (includes low-income) and are significantly partnering with all levels of outside educational organizations to address these gaps (Y/N)</p>	<p>CEESP (see above) Statewide PIP p. 5, 14, 69-74, 87</p>	<p>IOUs recommend modifyin the following:</p> <p>By 2015, the IOU WE&T po programs address the gap statewide WE&T Needs As (includes low-income) and with appropriate levels of educational organizations</p>

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

Long-Term Sub-program MT Indicators:	Source (SP, AL, DR, PIP, or Staff)*	Metric Type	Baseline Study Required (Y/N)	IOU Con
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		(3)**		
1. Percent of past participating schools that have continued to offer the programs and curricula originally developed via IOU / educational organization partnerships without continued IOU support.	CEESP (see above)	3	N	IOUs recommend m the following: (For C % of prior program schools that have co Connection training program support. IOU Rationale: (2b n very costly and diffic IOU assessment of p
2. Percent of trainers at all educational levels that participated in Connections sponsored train-the-trainer programs that continue to utilize this knowledge in their current teaching positions.	Statewide PIP p. 37, 45, 76, 92	3	N	IOUs recommend de Objective-2)
3. IOU WE&T portfolio of training programs address the gaps identified in the statewide WE&T Needs Assessment (includes low-income) and are significantly partnering with all levels of outside educational organizations to address these gaps (Y/N)	CEESP (see above) Statewide PIP p. 5, 14, 69-74, 87	3	N	IOUs recommend mo the following: (For Ob WET Connection Prog demonstrate program address gaps identifie WET Needs Assessme IOUs assessment of p

*SP=Strategic Plan, AL=Advice Letter, DR=Data Request Response, PIP=program plans, Staff=ED proposed. [Include page reference when applicable.]

**Metric type: 3 = data collection, tracking, and reporting [by IOUs, CPUC staff, and/or other entities] to be determined later.