

From: [Redacted]
Sent: 10/11/2010 6:35:12 PM
To: 'seb@cpuc.ca.gov' (seb@cpuc.ca.gov); 'Haramati, Mikhail' (mikhail.haramati@cpuc.ca.gov)
Cc: [Redacted]
Ramaiya, Shilpa R (/o=PG&E/ou=Corporate/cn=Recipients/cn=SRRd); [Redacted]
[Redacted]
[Redacted] Zambrano, Saul (/O=PG&E/OU=Corporate/cn=Recipients/cn=SAZ1)
Bcc:
Subject: Re: LMT Meeting request -- RESPONSE REQUIRED by COB tomorrow 10/6

Simon and Mikhail,

Thank you for taking the lead in proposing additional discussion forums for advancing implementation of the IOUs Lighting Market Transformation (LMT) programs. PG&E is currently performing a significant amount of market analysis concerning LMT and is looking forward to further developing the project plans in collaboration with Energy Division and the other IOUs. Given that we are in the end stages of performing this market analysis, we feel the efforts you are planning will be most productive if we collectively take a little more time for preparation prior to moving forward with the pipeline plans you are contemplating. Therefore, I would like to request postponing the proposed pipeline template meeting in the Lighting Market Transformation program until the end of November for the following reasons:

- 1) We are currently performing market analyses in the major areas of lighting (medium screw based bulbs, linear fluorescents, LEDS, CFLs, etc) - not only will a meeting in two weeks take us away from our more immediate priority and therefore add to the time it takes to choose technologies and develop pipeline plans overall, we will not be able to review other technology roadmap examples, identify best practices for them or investigate how to apply these to our lighting programs.
- 2) We would like to have an opportunity to share with you our strategy development plan and examples of our analysis prior to this meeting.
- 3) We have concerns regarding the invitee list and we will need some time to determine who should and should not be at this meeting.

Another month would give us time to bring forth real world examples and contribute to a more fruitful discussion. It would also allow us to complete much of our market analysis and start providing more concrete examples of a product roadmap/pipeline. I know you are anxious to see progress, as am I, yet I do not believe a rushed development is in anyone's best interest.

The second meeting would then be moved to on or around December 15.

Thank you for considering and please call me with your feedback .

Best regards,

[Redacted]
IDSM Core Products
Lighting and Appliances

Pacific Gas and Electric Company

Redacted

From: Haramati, Mikhail [mailto:mikhail.haramati@cpuc.ca.gov]

Sent: Monday, October 11, 2010 2:08 PM

To: Redacted

Subject: RE: LMT Meeting request -- RESPONSE REQUIRED by COB tomorrow 10/6

Nate, please call me as soon as you can to discuss. We're trying to get the strategies meeting scheduled, and after talking with Jackie last week, agreed to wait till you get back but haven't yet heard from you..

Can you make a 4 hours meeting on Oct. 26? If not, please suggest alternate dates and times that work for you.

Thanks,
Mikhail

Mikhail Haramati | Regulatory Analyst | CA Public Utilities Commission | Energy Division | Tel (415) 703-1458 | mkh@cpuc.ca.gov

From: Redacted

Sent: Tuesday, October 05, 2010 3:46 PM

To: Haramati, Mikhail

Cc: Vireak.Ly@sce.com; Richard.Genece@sce.com; Ramaiya, Shilpa R;

LJManning@semprautilities.com; Redacted; jenna.canseco@kema.com; karl.johnson@uc-ciee.org;

mjsiminovitch@ucdavis.edu; Skierka, Kristina

Subject: Re: LMT Meeting request -- RESPONSE REQUIRED by COB tomorrow 10/6

Let's chat Mikhail. :) I definitely am not saying we will not do any of those items, I'm just saying that there are activities that come before those deliverables that we are currently engaged in. Those meetings are a great idea, just a little early...

I'm in Denver this week, but will call on next Monday..

Best,

Nate

From: Haramati, Mikhail <mikhail.haramati@cpuc.ca.gov>

To: Redacted

Cc: Vireak.Ly@sce.com <Vireak.Ly@sce.com>; Richard.Genece@sce.com

<Richard.Genece@sce.com>; Ramaiya, Shilpa R; LJManning@semprautilities.com

<LJManning@semprautilities.com>; Redacted; Canseco, Jennifer <jenna.canseco@kema.com>;

Karl Johnson <karl.johnson@uc-ciee.org>; Michael Siminovitch <mjsiminovitch@ucdavis.edu>; Skierka,

Kristina <kristina.skierka@cpuc.ca.gov>

Sent: Tue Oct 05 13:48:00 2010

Subject: RE: LMT Meeting request -- RESPONSE REQUIRED by COB tomorrow 10/6

Nate, I think it would probably be most useful to set up some time soon to chat either by phone or in person, and I apologize for not having initiated this sooner.

My interest in LMT is to ensure that implementation of the program is going forward as planned and that commission direction is being complied with.

The intention of these two meetings is to assist the utilities in development of the required pilot and pipeline plans as indicated in the decision language below (D.09-09-024, p.141).

For these reasons, we direct that the utilities submit, at a minimum, the following

information on an annual basis:

- Annual plans for lighting solutions to be implemented in each key market segment (residential, commercial, industrial, agriculture and exterior lighting).
- A prioritized list of key lighting technologies, systems and strategies that require LMT pipeline plans.
- New or revised LMT pipeline plans for key lighting technologies with plans based on market data. LMT pipeline plans will identify funding, partnerships and needed coordination with the following Commission efforts: Workforce Education and Training, Codes and Standards, DSM Coordination and Integration, Marketing, Education and Outreach, Research and Technology and Local Governments.
- Status update on the design and development of at least one LMT pilot project for each market segment (residential, commercial, industrial, agriculture and exterior lighting). Each pilot should be used as a vehicle to test new technology and program delivery mechanisms. Status update should include information on each pilot and collaboration with other utility programs and public and private partnerships.

The utilities shall submit the above Statewide LMT Program information in a Report by June 1 of each year (beginning in 2010).

To my knowledge, no exception to these annual submission requirements have been made, but please correct me if this is the case. I'm available by phone till 2, and again after 3. Please call me if you'd like to discuss further.

Regards,

Mikhail

From: [Redacted]
Sent: Tuesday, October 05, 2010 1:03 PM
To: Haramati, Mikhail
Cc: Vireak.Ly@sce.com; Richard.Genece@sce.com; Ramaiya, Shilpa R; LJManning@semprautilities.com; [Redacted]
Subject: RE: LMT Meeting request -- RESPONSE REQUIRED by COB tomorrow 10/6

Mikhail,

I'm not sure if these meetings are going to be very productive at this point, as we are not at a point in the process where developing product roadmaps/pipeline templates and choosing technologies makes sense. I understand there may be some lack of clarity as to what product roadmaps/pipelines look like since it is a new concept in the energy efficiency world, but this is a standard exercise for most tech companies and one that I am familiar with. Before we get there, however, we must first conduct a market analysis to see how different products interact and assess a realistic timeframe for a technology / product.

I would be happy to go over the analysis we have done to date, the steps we are taking to meet our goals and the timeline for all our activities. However, I would strongly encourage rescheduling the meetings proposed below so we make the most effective use of everyone's time.

Thank you for your level of engagement and I look forward to sitting down with you at some point to go over our vision for this program.

Best regards,

Nate

From: Haramati, Mikhail [<mailto:mikhail.haramati@cpuc.ca.gov>]
Sent: Tuesday, October 05, 2010 11:53 AM
To: DLdavis@energy.state.ca.us; tclark@finelite.com; mneils@mneilsengineering.com; Gregg.Ander@sce.com; jahmed@semprautilities.com; Cscruton@energy.state.ca.us; csamla@smud.org; jparks@smud.org; Vireak.Ly@sce.com; [Redacted]
Cc: Canseco, Jennifer; Karl Johnson; Michael Siminovitch
Subject: LMT Meeting request -- RESPONSE REQUIRED by COB tomorrow 10/6

Dear colleagues,

The CPUC is taking the lead in arranging two meetings and one conference call within the next two months to focus on the plans and technology list requested of the investor-owned utilities' (IOU) 2010-2012 Lighting Market Transformation (LMT) Program. The purpose of this email is to provide context for these meetings/call and request your feedback on your availability to participate in these two meetings on the dates specified below.

Context: The overarching purpose of these meetings and conference call is to continue the

collaborative process of helping the IOUs achieve their LMT Program goals within the context of the Strategic Plan's new Lighting Chapter. The CPUC will be developing draft templates/guidelines for the Pilot Project Plans and LMT Pipeline Plans that the IOUs are required to develop per the Commission Decision Approving 2010-12 Programs (see attached excerpt).

The first meeting is focused on the project plan and pipeline plan templates called for in the decision. While this is an IOU responsibility, the CPUC is setting up this meeting to help ensure the development and finalization of these templates so other aspects of the program can move forward. The second meeting is an opportunity to vet these plans and technology list with a wider group of stakeholders per the decision direction.

The goal is that between the two meetings, the IOUs will be able to populate and finalize these templates to the best of their ability at this point in time.

The CPUC will also convene a conference call after the first meeting to discuss and resolve any issues encountered by the IOUs as they begin to develop their draft Plans. Please note that while the IOUs may not be able to fully populate the Plan templates at this time, these meetings provide opportunities to establish a process for developing these Plans, share feedback regarding the draft Plans, and continue ongoing dialogue regarding the LMT Program.

Please respond by COB on 10/6 to let me know your availability for the two meetings and conference call on the dates described below.

1. Strategy Meeting

Purpose:

- Obtain feedback on draft templates/guidelines for Pilot Project Plans and LMT Pipeline Plans
- Obtain agreement regarding the order in which LMT Pipeline Plans will be developed for the technologies/applications identified in the LMT Program Implementation Plan (PIP; see attached)
- Obtain agreement on the number of draft Pilot Project Plans and LMT Pipeline Plans to be presented by the IOUs during the Collaborative Workshop

Proposed Dates: Oct 21 (preferred) or Oct 26

Location: CLTC (Davis, CA)

2. Check-in Phone Call

Purpose:

- Discuss IOU progress on generating draft Pilot Project Plans and draft LMT Pipeline Plans
- Resolve any outstanding issues in preparation for Collaborative Workshop

Proposed Dates: Nov 2 (preferred) or Nov 11

Location: Conference line information will be distributed in advance of the call

3. Collaborative Workshop

Purpose:

- IOUs to present and obtain feedback on draft Pilot Project Plans and LMT Pipeline Plans
- IOUs to present and obtain feedback on 2010-2012 LMT Program activities; clarify planning activities versus implementation activities

- Determine best ways to work together on ongoing LMT Program efforts

Proposed Dates: Nov 18 (preferred) or Nov 23
Location: CPUC (San Francisco, CA)

Again, please respond by COB tomorrow to let me know your availability for the two meetings and conference call on the dates described above.

Regards,

Mikhail Haramati
Regulatory Analyst, Energy Efficiency
California Public Utilities Commission

And Consultants to the CPUC:
Jenna Canseco, KEMA Inc.
Karl Johnson, CIEE
Michael Siminovitch, CLTC

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