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Subject: Public Notice: Public Comment Period re: Macro Consumption Final Draft White  
Papers

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**Public Comments on Macro Consumption Draft White Papers**

**Public Review/Comment Period Starts: July 15<sup>th</sup>, 2011**

Public Review/Comment Period Ends: July 29<sup>th</sup>, 2011

**Dear Participants in A.08-07-021 and R.09-11-014,**

The purpose of this notice is to allow interested parties to review and submit their comments and questions on the Macro-Consumption Draft Final White Papers.

Decision 10-10-033 addresses the need to explore different approaches to meet various CPUC's objectives to assess post-2012 portfolio including (page 28):

- a) Total Market Gross goals instead of simply "net" or "gross" energy savings,
- b) GHG reductions consistent with AB 32,
- c) Market Transformation objectives set forth in the Strategic Plan and any successor updates, and
- d) Possible additional considerations such as target reductions in total energy consumption."

The draft white papers provide detailed assessments of the benefits and tradeoffs associated

with using macro-consumption methodology as “top-down” approaches to quantify the load impacts of utility-administered energy efficiency programs. The studies explore the applicability of such methods to the CPUC’s evaluation, measurement, and verification (EM&V) needs and objectives. Interest in “top-down” or “macro consumption” based approaches is driven by the CPUC’s need to explore robust methods to assess progress towards achieving the carbon emission reductions resulting from energy efficiency required by AB 32 and the Commission’s adoption of the California Energy Efficiency Strategic Plan, which is intended to set the utility programs on a course towards market transformation-oriented goals. The draft white papers also include proposals to conduct a follow-on pilot study to implement and test the recommended approaches in each study.

The three Macro Consumption draft white papers are posted for public comments and the due date is **July 29, 2011**.

The three draft final white papers are:

- Cadmus MCM White Paper-Final Draft:  
[http://www.energydataweb.com/cpucFiles/pdaDocs/736/Public\\_Cadmus-MCM%20WhitePaper-%20Final%20Draft-07-15-2011.pdf](http://www.energydataweb.com/cpucFiles/pdaDocs/736/Public_Cadmus-MCM%20WhitePaper-%20Final%20Draft-07-15-2011.pdf)
- Horowitz MCM White Paper- Final Draft:  
<http://www.energydataweb.com/cpucFiles/pdaDocs/734/Public%20HOROWITZ-MCMwhitepaper-FinalDraft-7-15-11.pdf>
- Sanstad & Loudermilk MCM White Paper- Final Draft: [http://www.energydataweb.com/cpucFiles/pdaDocs/735/Public\\_Sanstad-Loudermilk-MCMWhitePaper-FinalDraft-7-15-2011.pdf](http://www.energydataweb.com/cpucFiles/pdaDocs/735/Public_Sanstad-Loudermilk-MCMWhitePaper-FinalDraft-7-15-2011.pdf)

To post your comments, you **need** to register, please follow these steps:

1. Go to [www.energydataweb.com/cpuc](http://www.energydataweb.com/cpuc)
2. Create an account (free subscription)
3. Once you log in, press the "Search" tab
4. Under "Search Criteria" enter "Macro" in the "Search Text" Box and hit search
5. You will see the list of the three Macro Consumption White Papers
6. Hit the "comment" box
7. Hit the "Add a comment or question" tab
8. To enter your comment/question, please include the White Paper Author Name under "Subject," reference the section or page number, type in your comment, or attach/upload a document that includes your comments/questions
9. Hit the "Save Comment or Question" tab to make sure that your comments are submitted

To expedite the response to your questions/comments, please make sure to include the **name of the author(s)** of the paper your addressing and **the section and page number** if your question references a specific section of the paper.

If you have any questions, please contact Ayat Osman at [ayat.osman@cpuc.ca.gov](mailto:ayat.osman@cpuc.ca.gov) with MCM WS on the subject line or

call (415) 703-5953.

Kindest Regards,

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