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Cc:

Bcc:

Subject: Market Transformation Workshop Nov 7th Materials & RSVP

Dear Parties, to R0911014 (specifically D10-10-033 activities); and A0807021 (specifically Resolution E-4385)

This announcement is to provide you with materials for the pending workshop regarding Market Transformation Indicators to fulfill the Resolution (E-4385) and D (10-10-033); please find the revised attached agenda and purpose of the workshop. Please RSVP and direct any additional questions about the workshop to Devla Singh devla.singh@cpuc.ca.gov

Workshop: Market Transformation Indicators, November 7th, 2011

Location: 505 Van Ness Ave, Courtyard Room

Time: 9am to 4pm

Email Attachment:

Market Transformation Indicators Workshop (November 7, 2011)

Purpose of the Workshop: Energy Division was called upon by the Commission to oversee and support the IOUs in vetting, and further refining an initial list of market transformation indicators presented to parties in Appendix B of **Resolution E- 4385**. This workshop will be used to frame the topic of market transformation in the CPUC regulatory context, share and review the subset of metrics that have been identified, and discuss revisions proposed by other stakeholders.

This workshop also meets the requirements in **Decision 10-10-033** to further refine the market transformation logic of the portfolio, develop, vet and add new indicators where gaps have been identified, and adapt to portfolio guidance or the orientation of the next program cycle

programmatic objectives. A process for reviewing and updating metrics for the long term should also be developed and adopted by the Commission through this evaluation plan which will be submitted concurrently with the next portfolio applications

Background Process:

Energy Division staff and the IOUs have been working over the last month on identifying a subset of Market Transformation Indicators from Resolution E-4385. In the course of that process it became evident that there was a missing logic/framework for how the metrics were defined and their relationship to long term objectives of energy efficiency. With the help of some leading experts (Ralph Prahl and Ken Keating) and in collaboration with the IOUs we have devised a simple framework to identify true market transformation indicators and categorize several other important long term indicators as either long term program performance metrics or strategic policy indicators.

In a series of meetings the IOUs and Energy Division came to consensus on the classification of most of the metrics that were included in Resolution E-4385 Appendix B. We then focused on refining the metrics that had been classified as “Market Transformation Metrics”; and came close to consensus on most of them. The specific language that is used for Long Term Program Performance Metrics and Strategic Policy Indicators did not receive as much scrutiny due to time constraints. Energy Division had the last version of the spreadsheet and both the IOUs and Energy Division consider the proposed metrics and their wording to DRAFT, meaning they are subject to change based on comments from stakeholders (including IOU and Energy Division staff).