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Bcc:

Subject: Market Transformation Workshop Nov 7th purpose & materials

Additional Information. Included are Primary Purpose of Workshop and description of documents.

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 Prah 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).

One primary purpose of the workshop is to discuss the framework that was used to classify and refine these metrics and “dig into the weeds” on the metrics that we currently have to meet

obligations of Resolution E-4385). The framework also provides a context for developing and considering new metrics concurrent with portfolio planning cycle (per D.10-10-033). Establishing and following through on long term metrics will require both a process for deciding the timing and responsibilities for reporting on the metrics; and data needs to track the proposed metrics.

The documents included in this attachment (zipped folder) include DRAFT versions of:

- Agenda for the workshop scheduled for November 7 (*please note modification from the original agenda*)
- “*Framework of Indicators for Assessing Achievement of Long Term EE Objectives*” this document describes the logic and framework that was used to identify the sub-set of indicators and how they fit into the broader objectives of energy efficiency. It lays out Energy Divisions proposal for moving forward. (*Developed by Carmen Best – Energy Division with support from Ralph Prahl*)
- “*Planning and Evaluating Market Transformation*” is a consultant white paper that provides some context of how MT has been applied in CA historically and how other jurisdictions have incorporated it into their policy objectives. It also provides recommendations for evaluating and assessing market transformation initiatives. This informs both the method that was adopted for revising metrics and provides insights into challenges for identifying metrics going forward. (*Developed by Ralph Prahl and Ken Keating*)
- “*MTI-Categorization-Public Version 10-17-2011.xls*” enumerates each Market Transformation Indicator as found in the Resolution E-4385 Appendix B. Re-classification of the metric is identified, and edits are captured using line-out, strike-out text. The “justification/Rationale” describes the reason for the re-classification and where applicable proposed edits to the metric. The “remaining issues” column highlight some key issues that were identified in the process that may present challenges for operationalizing the metric. The contents of this worksheet will be the subject of the breakout sessions identified in the agenda. (*Developed by Energy Division and IOU staff, considered draft pending comments from all stakeholders.*)

Comments will be accepted by November 14th, 2011 which is one week following the workshop.

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