



# Equity and Market Support Working Group (EMSWG) Meeting #1

November 7, 2023 | 9:00 AM - 12:00 PM PT

Hosted by California Energy Efficiency Coordinating Committee (CAEECC)

# Introductions



In the **chat**, please introduce yourself with your:

- Name and pronouns
- Organization
- Answer to the Icebreaker question

# Meeting Goals

**1**

**Affirm the WG scope of work included in the Prospectus including Phase 1 activities and related timeline**

**2**

**Confirm the structure for the Table of Approved Indicators**

**3**

**Begin to compile information into the Table of Adopted Indicators**

# Agenda

<b>Time</b>	<b>Topic</b>
9:00	<b>Welcome, Housekeeping, and Background</b>
9:30	<b>Topic 1: EMSWG Prospectus and Phases</b>
10:15	<b>10-minute break</b>
10:25	<b>Topic 2: Phase 1 Work Process</b>
10:55	<b>Topic 3: Table of Adopted Indicators</b>
11:40	<b>Wrap Up and Next Steps</b>
12:00	<b>Adjourn</b>

# Housekeeping

- Zoom Etiquette
- Public Input
- Meeting Norms and Ground Rules
- EMSWG Roster
- Disclosures & Conflict of Interest Policy

# How to share thoughts, concerns, questions

1

EMSWG Members can raise their hand to speak.  
*Members of the public please use the chat.*

3

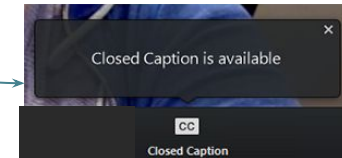
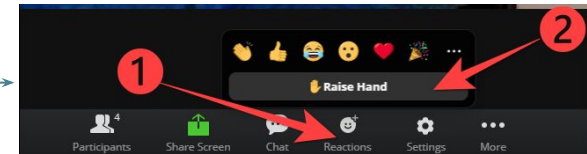
Email the facilitation team at [facilitator@caeec.org](mailto:facilitator@caeec.org)

2

Direct Message via Chat a Facilitator (they have a 🌺 in front of their Zoom name)

# Zoom Etiquette

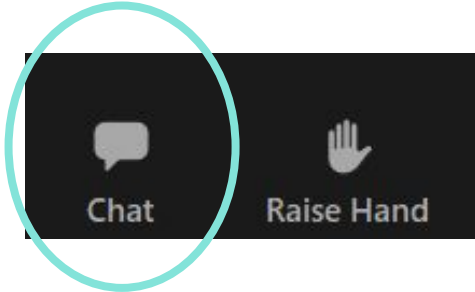
- Before meeting starts
  - Log on a few minutes **early**, if possible, to ensure your technical connection is working.
  - **Rename** your Participant Name to include your Organization (if applicable) & Pronouns
  - Share your **video** if possible – this fosters engagement and helps mimic an in-person meeting setting.
- Throughout meeting
  - **Mute** yourself when you're not speaking.
  - **WG Members: Raise your hand** to enter the queue to speak—then wait for the Facilitator to call on you / prompt you.
  - **Closed captioning** available
- When to use the chat
  - Chat everyone: "+1", share resources, ask non-substantive questions,
  - Chat Sooji: share anonymous concerns



# Public Input

## Welcome Members of the Public!

- You can participate by sharing feedback at any point in the meeting via the **chat**.



- Facilitators will elevate public feedback as and when appropriate.
- Please rename yourself on Zoom with “Public” in front of your name



# CAEECC's Groundrules

- Attend all meetings (or send designated alternate)
- Do your homework (complete pre-and post-meeting work to ensure productive meetings and that a complete deliverable is finalized)
- Facilitation team posts materials 5 days before the meeting
- **If there are recommendations you don't agree with, propose alternatives or think creatively to try to bridge the gap.**

See Goals, Roles & Responsibilities for the full list of Ground Rules:

<https://www.caeec.org/caeec-info>

# EMSWG Members (as of 11/6/2023)

CAEECC Affiliation	Organization	Lead	Alternate
CAEECC Member	3C-REN	Erica Helson	N/A
CAEECC Member	SoCalGas	Halley Fitzpatrick	N/A
CAEECC Member	RCEA	Stephen Kullman	Patricia Terry
CAEECC Member	Code Cycle	Dan Suyeyaso	N/A
CAEECC Member	Grounded Research (for BayREN)	Jane Elias	Mary Sutter
CAEECC Member	PG&E	Moses Gastelum (equity)	Rob Bohn (market support)
CAEECC Member	San Joaquin Valley Clean Energy Organization	Courtney Blore Kalashian	
CAEECC Member	SDG&E	Stephanie Gutierrez	Stacie Risley
CAEECC Member	Small Business Utility Advocates	Ted Howard	Britt Mara
CAEECC Member	Southern California Edison	Gary Golden	Jessica Lau
CAEECC Member	SoCalREN	Lujana Medina	Fernanda Craig
CAEECC Member	The Energy Coalition	Rebecca Hausheer	Natalie Espinosa
Ex-Officio CAEECC Member	CPUC, Energy Division	Ely Jacobsohn	Pamela Rittelmeyer
Ex-Officio CAEECC Member	CPUC, Public Advocates Office	James Ahlstedt	N/A
Non-CAEECC Member	Association of Monterey Bay Area Governments (AMBAG)	Amaury Berteaud	N/A
Non-CAEECC Member	Mendota Group	Grey Staples	Rachel-Sours Page
Non-CAEECC Member	Oracle	David Siddiqui	Mary Sprayregen
Non-CAEECC Member	Resource Innovations	Chrissy Crowell	Chris Pilek
Non-CAEECC Member	Silent Running LLC	James Dodenhoff	N/A
Non-CAEECC Member	William Worthen Foundation	Alice Sung	Avery Kintner

# **Disclosure & Conflict of Interest Policy**

# Conflict of Interest (COI) Policy for EMS Working Group

All EMS Working Group members shall disclose to the CAEECC Facilitator their financial linkages to other members of the Working Group. Financial linkages to be disclosed, if any:

- A. For non-PAs: any existing contracts or subcontracts with a PA.
- B. For participating PAs: any contracts or subcontracts with non-PA Working Group participants.

Any person or entity paid to participate in the Working Group on behalf of another entity may only represent the entity providing compensation for their participation. (This requirement does not apply to compensation received through non-discretionary contracts, such as pass-through mandates.)

Note that the disclosed financial linkages will be posted to the CAEECC website. They are intended to inform and indicate any specific issues that may constitute a conflict of interest. Disclosures do not necessarily preclude a particular member from joining the WG.

# COI Proposal: In Summary

## Two components:

- A. **Disclosure** to CAEECC Facilitation Team
- B. **Representation** at each Meeting

## Example:

- A. Jenn from Grounded Research **discloses** she is paid by BayREN to attend the WG
- B. Jenn introduces herself as Jenn from Grounded Research **representing** BayREN

# Background

- Key Terms
- Key Acronyms
- EMSWG Past and Present
- Ordering Paragraph 11  
Language

# Key Terms

**Indicators** are progress trackers that do not typically have targets associated with them.

**Metrics** are progress trackers that do or are expected to have targets associated with them.

**Targets** are forecasted achievements against which to track progress.

**Progress Trackers** refers to all three terms above.

This will be the Working Group's focus.

Once Indicator methodologies are established, Metrics and Targets can be considered for recommendation.

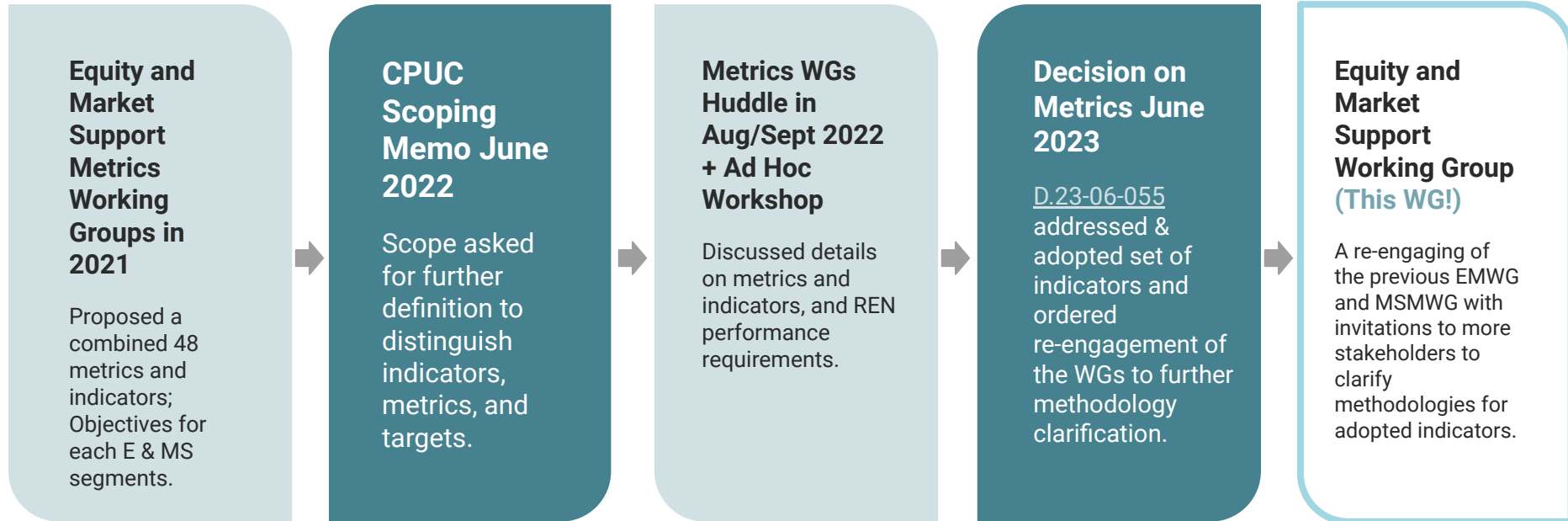
# Key Acronyms

- Awareness, Knowledge, Attitude, and Behavior (AKAB)
- Energy Efficiency (EE)
- Emerging Technologies Program (ETP)
- Energy Division (ED)
- Marketing Education & Outreach (ME&O)
- Market Support (MS)
- Market Support Metrics Working Group (MSMWG)
- Resource Acquisition (RA)
- Workforce Education and Training (WE&T)

- Community Based Organization (CBO)
- Disadvantaged Community (DAC)
- Energy Division (ED)
- Equity Metrics Working Group (EMWG)
- Hard to Reach (HTR)
- Household (HH)
- Market Support (MS)
- Multifamily (MF)
- Program Administrator (PA)
- Regional Energy Network (REN)
- Resource Acquisition (RA)
- Single family (SF)



# EMSWG Past and Present



## D.23-06-055 Ordering Paragraph (OP) 11

“The portfolio administrators shall jointly submit a Tier 2 advice letter by no later than May 1, 2024 **clarifying all of the Indicators adopted in this decision, including any modifications from metrics and Indicators adopted in Decision 18-05-041, and identifying information that could be used as baselines for future targets or methodologies for how the indicator information can be used as baselines.**”

Furthermore, the Decision language provides additional details and context: “Many of the **adopted Indicators would benefit from clarification and further discussion about the valuation methodology.** Guidance may be needed for PAs to ensure that baselines for target-setting are clear and consistently applied, to the greatest extent possible. For these reasons, we will ask the CAEECC to re-engage and update, as necessary, the EMWG and MSMWG to discuss and develop recommendations” ([D.23-06-055](#) section 5.2, PDF page 29)

**Previous Working Group Members,  
any details or context you would  
add?**

# **Topic 1: EMSWG Prospectus and Phases**

# Overview of Working Group Process

## Phase I

**October 2023 - March 31, 2024**

Identify information that could be used as baselines for energy efficiency program metrics, methods for establishing baselines, and valuation methods for indicators that have already been adopted by the CPUC.

## Phase II

***PENDING CAEECC APPROVAL  
TBD 2024***

Potential topics include:

- Goals for the Equity & Market Support Segments
- Community Engagement Indicators
- Reporting Demographic Participation Data
- Objectives for the Equity & Market Support Segments

## Next Steps

**Implementation (Timelines vary for different topics)**

Working Group recommendations would inform PA regulatory submissions, process to develop those submissions, and ultimately, CPUC decision-making.

# Phase I: Overview

**October 2023 - March 31, 2024**

Identify information that could be used as baselines for energy efficiency program metrics, methods for establishing baselines, and valuation methods for indicators that have already been adopted by the CPUC.

# Phase I: Expected Activities

1. Developing and/or reviewing recommended methodologies for all Indicators, knowing that some might become metrics with targets
  - a. Standardize the framework for all indicators, such as method, data source, numerator, denominator. See 2022 Metrics WGs for suggestions.
2. Identifying Indicators that are deemed most important/candidates for future Metrics (with Targets conveying how PAs will meet goals) based on recommendations from the 2021 Equity and Market Support Working Groups and/or any additional new information
3. For those Indicators identified in step 2, consider identifying information that could be used as baselines for future targets or methodologies for how the indicator information can be used as baselines (if not already provided via #1)

# Phase I: Optional Activities

The WG will *self-determine* whether it addresses the Optional Activities below:

1. **Common Metrics** - Recommendations for removal, suspension, or modification of metrics adopted in D.18-05-041. Advice Letter due May 1, 2024 (same timeline as Expected Activities)
2. **Awareness, Knowledge, Attitudes, and Behavior (AKAB) Indicators** - Recommendations to clarify and add specificity to AKAB Indicators. Advice Letter due August 1, 2024



## Phase II: Overview

### **TBD, and pending CAEECC approval to include in this Working Group Prospectus**

Possible topics, subject to further CAEECC conversation, include:

1. **Goals for the Equity & Market Support Segments** – due next portfolio application due sometime in 2026
2. **Objectives for the Equity & Market Support Segments** – due next portfolio application due sometime in 2026
3. **Community Engagement Indicators** - Advice Letters due September 1, 2025
4. **Reporting Demographic Participation Data** - Reporting Policy Coordination Group submits Report by September 1, 2025

*More information is expected to be provided after the 11/29/23 Full CAEECC Meeting*

## ***Expected Timeline for Meetings***

**NOTE: Actual timeline and sequence of meetings may be adapted to allow for coordination and collaboration with the PAs and their own Advice Letter development process.**

This CAEECC Working Group has its own charge. Coordination is required to maximize Working Group contributions to the PAs Advice Letter.

The following timeline will be updated as soon as the PAs process is clarified (end of November).

# Expected Timeline for Meetings

Activity/ Meeting # (max hours)	Proposed/ Approx. Date	Tasks
Draft Prospectus	September 20, 2023	CAEECC Members review Draft Prospectus for approval, including decisions on or delegation of Optional tasks.
Recruitment	September 21 - October 18, 2023	<ul style="list-style-type: none"> <li>- Consult with the Evolving CAEECC Working Group on recruitment approach</li> <li>- Invite past WG members</li> <li>- Invitation via CAEECC Listserv for additional members</li> </ul>
Huddle #1 (3 hours)	November 1, 2023	<ul style="list-style-type: none"> <li>- Invite past WG members and subject matter experts to contribute to developing “starting point” proposals               <ul style="list-style-type: none"> <li>- Framework for what needs to be delineated for all Indicators Methodologies</li> </ul> </li> <li>- Facilitation team draws from PA Applications and Past WG work</li> </ul>
<b>Meeting #1 (3 hours)</b>	<b>November 7, 2023</b>	<ul style="list-style-type: none"> <li>- <b>Confirm and finalize Prospectus</b></li> <li>- <b>Review pre-existing materials</b></li> <li>- <b>Working Group process and timeline</b></li> <li>- <b>Initial Discussion on Huddle Proposals</b></li> </ul>

# Expected Timeline for Meetings

Activity/ Meeting # (max hours)	Proposed/ Approx. Date	Tasks
Meeting #2 Market Support Focus (6 hours)	Early December	<ul style="list-style-type: none"> <li>- Market Support-focused Work Session</li> <li>- Working from Starting Point drafts, work through Starting Point proposal               <ul style="list-style-type: none"> <li>- Where substantially more work is required, Flag for huddle</li> </ul> </li> </ul>
Meeting #3 Equity Focus (4 hours)	Early December	<ul style="list-style-type: none"> <li>- Equity-focused Work Session</li> <li>- Working from Starting Point drafts, work through Starting Point proposal               <ul style="list-style-type: none"> <li>- Where substantially more work is required, Flag for huddle</li> </ul> </li> </ul>
Huddle (3 hours)	Mid- December	<ul style="list-style-type: none"> <li>- Pre-homework may solicit input on flagged items so Huddle time can focus on priority items</li> <li>- Convene volunteers to work through any flagged items from Meetings #2 and #3 that require substantially more work</li> </ul>
Huddle (3 hours)	Early January	<ul style="list-style-type: none"> <li>- Optional Activities, as determined by the Working Group (e.g., AKAB recommendations, Common Metrics updates)</li> <li>- Develop set of recommendations to bring to Working Group</li> </ul>

# Expected Timeline for Meetings

Activity/ Meeting # (max hours)	Proposed/ Approx. Date	Tasks
Report Draft	Mid-February	<ul style="list-style-type: none"><li>- Facilitation Team consolidates Indicators work and any Optional Activities into a report</li><li>- Send to WG to review</li></ul>
Meeting #5 (4 hours)	Early March	<ul style="list-style-type: none"><li>- Report review, discussion, and seek approval</li></ul>
Final Report	March 31, 2024	<ul style="list-style-type: none"><li>- Convey final report to PAs and ED</li></ul>

## The final deliverable will be a report with recommendations to PAs regarding:

1. Any clarifications of Indicators adopted in D.23-06-055, including any modifications from Metrics and Indicators adopted in D.18-05-041. (OP11)
2. Recommendations on methodologies for all Indicators adopted in D.23-06-055.
3. Information that could be used as baselines for future targets or methodologies for how Indicator information could be used as baselines. (OP11)
4. Any guidance to ensure baselines for target-setting are clear and consistently applied. (Section 5.2, PDF page 29)
5. Other related questions and recommendations the Working Group agrees are necessary to resolve
6. Recommendations/Guidance/Advice pertaining to any Optional Activities

## What's Not in Scope

- Revising the Adopted Indicators
- Adding Indicators
- Defining Segment Objectives

# Discussion and affirmation of the Prospectus



00	Welcome & Introductions
01	EMSWG Prospectus and Phases
<b>02</b>	<b>Phase 1 Work Process</b>
03	Table of Adopted Indicators
<b>04</b>	<b>Wrap Up &amp; Next Steps</b>

**Break  
(10 min)**

# **Topic 2: Phase 1 Work Process**

# Proposed Phase 1 Work Process

## 1. PAs provide a starting point

**November - December 2023**  
After EMSWG review and agreement on the Table of Adopted Indicators template, the PAs fill out the Table, starting with the Equity Indicators.

## 2. EMSWG provides feedback

**December 2023 - February 2024**  
Facilitation Team shares the Table as homework to EMSWG before the WG meetings. PAs present the Table at the meetings where EMSWG reviews, edits, and provides feedback.

## 3. PAs incorporate feedback

**December 2023 - February 2024**  
PAs incorporate feedback where possible, and Facilitation Team shares revised Table. ***Steps 2 & 3 are repeated until Table is finalized for both segments.***

## 4. Final Report

**February 2023 - March 2024**  
Facilitation Team drafts the Final Report.  
  
EMSWG reviews, finalizes, and adopts the Report. Report is sent to PAs and ED.

## 5. OP11 Advice Letter

**March 2024 - May 2024**  
PAs incorporate the Final Report and submit the Advice Letter by May 1, 2024.

# Program Administrators' Work Plan for Advice Letter preparation

- The PAs are coordinating their development of the Advice Letter they are required to submit May 1, 2024.
- The PAs would like to work in coordination with this Working Group, identify where they seek the greatest Working Group guidance, and seek Working Group review of proposals.
- Coordination
  - Working from a common [Table of Adopted Indicators \(Download Excel Table\)](#) (which also maps adopted indicators to the 2021 recommended metrics)
  - Working from the previous Ad Hoc Workshop's Indicator Methodology Framework

# 2022 Proposed Methodology Framework (EMSWG's starting point)

Metric or Indicator	[Insert metric or indicator language here]
Reference #	
Numerator	
Denominator	
Reported data	
Unit	
Methodology	
Data Source	
Applicable Sectors	

## Possible changes (based on 2022 Huddle & Ad-Hoc Workshop discussions):

- Core Value row was removed
- add a row for baseline;
- add a row for timeline for target development or data collection;
- add roles (e.g., Energy Division, IOUs, Statewide Admin vs by PA) in methodology row
- *Others?*

# **Topic 3: Table of Adopted Indicators**

# What Indicators will this Working Group be working on?

- Indicators adopted by the CPUC
- Equity Segment Indicators
- Market Support Segment Indicators

*This Working Group and PAs will coordinate on which Indicators should be prioritized for discussion and recommendations.*

# Indicators adopted in D.23-06-055 (2023)

List of Indicators adopted in [D.23-06-055](#) is included as an Appendix because the required scope of WG is to add clarity to these Indicators.

Rubric from Decision:

- Timing:
  - "Q" should be reported quarterly
  - "A" should be reported annually
- Extent of Reporting
  - "S" applies to only the segment
  - "P" applies to the whole portfolio

These Indicators can be viewed in Spreadsheet format at: Table of Adopted Indicators ([Download Excel Table](#))



**Break Outs: Which Indicators are priorities for the Working Group to clarify? Why?**

# Notes (placeholder)

# **Example: Process to fill in the Table of Adopted Indicators**

# Wrap Up & Next Steps

# Recap of the day

## Meeting Objectives:

1. Affirm the scope of work included in the Prospectus including Phase 1 activities and related timeline
2. Confirm the structure for the Table of Approved Indicators
3. Begin to compile information into the Table of Adopted Indicators

## What to expect next

We will be sending a **Doodle Poll to determine meetings dates in December and January**. Please respond by 5pm Pacific on November 14.

*If you have any questions, please contact [sooji@common-spark.com](mailto:sooji@common-spark.com).*

**THANK YOU.**

Next Meeting: Early December

# **Appendix: D.23-06-055 Adopted Indicators**



# Equity Segment Indicators (1-7 of 13)

1. Count of equity target participants in equity segment, by sector (Q, S);
2. Sum of equity target participants' expected first-year bill savings in equity segment, by sector (Q, S);
3. Count of equity target participants in market support segment, by sector (Q, S);
4. Count of equity target participants in resource acquisition segment, by sector (Q, S);
5. Sum of all equity segment participants' greenhouse gas reductions (in tons of carbon dioxide equivalent) in equity segment (Q, S);
6. Sum of all equity segment participants' kilowatt hour (kWh) savings in equity segment (Q, S);
7. Sum of all equity segment participants' kW savings in equity segment (Q, S);

## Equity Segment Indicators (8-13 of 13)

8. Sum of all equity segment participants' therm savings in equity segment (Q, S);
9. Sum of all equity segment participants' TSB in equity segment (Q, S);
10. Median of equity target participants' expected first-year bill savings in equity segment, by sector (Q, S);
11. Percent of hard-to-reach customer participants in portfolio, by residential single family / multi-family and commercial sector (A, P);
12. Percent of disadvantaged community customer participants in portfolio, by residential single-family / multi-family and commercial sector (A, P);
13. Percent of equity target participants in equity segment, by sector (Q, S);

# Market Support Segment Indicators (1-8 of 25)

1. Number of partners by type and purposes (Q, P);
2. Dollar value of non-ratepayer in-kind funds/contributions utilized via partnerships (A, P);
3. Percent of participation relative to eligible target population for curriculum (Q, S);
4. Percent of total WE&T program participants that meet the definition of disadvantaged worker (Q, S);
5. Number of career and workforce readiness participants who have been employed for 12 months after receiving the training (A, S);
6. Prior year percentage of new measures added to the portfolio that were previously emerging technology program (ETP) technologies (A, P);
7. Prior year number of new measures added to the portfolio that were previously ETP technologies (A, P);
8. Prior year percentage of new codes or standards that were previously ETP technologies (A, P);

# Market Support Segment Indicators (9-14 of 25)

9. Prior year number of new codes and standards that were previously ETP technologies (A, P);
10. Savings (lifecycle net kWh, kWh, and therms) of measures currently in the portfolio that were supported by ETP, added since 2009. Ex ante with gross and net for all measures, with ex post where available (A, P);
11. Number of new, validated technologies recommended to the California Technical Forum (A, P);
12. Cost-effectiveness of a technology prior to market support program relative to cost-effectiveness of a technology after intervention by the market support programs (percentage change in cost-effectiveness) (A, S);
13. Number of collaborations, with a contextual descriptions, by business plan sector to jointly develop or share training materials or resources (A, P);
14. Number of unique participants by sector that complete training (Q, S);

## Market Support Segment Indicators (15-20 of 25)

15. Number of projects (outside of ETP) that validate the technical performance, market and market barrier knowledge, and/or effective program interventions of an emerging/under-utilized or existing energy efficient technology (A, P);
16. Total projects completed/measures installed and dollar value of consolidated programs by sector (Q, P);
17. Ratio of ratepayer funds expended to private capital leveraged by sector (Q, P);
18. Percentage of partners that have taken action supporting energy efficiency by type (Q, P);
19. Number of contractors (that serve in the portfolio administrator service areas) with knowledge and trained by relevant market support programs to provide quality installations that optimize energy efficiency (Q, S);
20. Assessed value of the partnership by partners (A, P);

# Market Support Segment Indicators (21-25 of 25)

21. Percent of market penetration of emerging/under-utilized or existing energy efficiency products or services (A, P);

22. Percent of market participant awareness of emerging/under-utilized or existing energy efficiency products or services (A, P);

23. Aggregated confidence level in performance verification by production, project, and service (for relevant programs) (A, P);

24. Differential of cost defrayed from customers (e.g., difference between comparable market rate products and program products) (A, P);

25. Comparisons between market-rate capital vs. capital accessed via energy efficiency programs (e.g., interest rate, monthly payment) (A, P);

# Awareness, Knowledge, Attitude, and Behavior x 17

PAs are also directed to track some additional Market Support Segment indicators structured around annual surveys focused on Awareness, Knowledge, Attitude, and Behavior (AKAB). This survey process is being further developed and there are 17 additional Indicators based on these surveys.

*Reviewing and making recommendations on these 17 are an optional activity of this Working Group.*

# Overlap between 2021 Recommended Indicators and 2023 Adopted Indicators

There is significant overlap; the Commission largely adopted all of the previous 2021 Metrics Working Group recommendations.

A table mapping the current adopted Indicators to the 2021 recommended indicators is available: **Table of Adopted Indicators**