

# California Energy Efficiency Coordinating Committee

## Meeting Discussion Topic Proposal Form

### Form Purpose

The purpose of this form is to assist Coordinating Committee (CC) members to layout their proposed discussion topics in a way that will enable productive discussion in CC meetings. Discussion topic proposals should adequately prepare other members for the discussion; articulate the specific “ask”; where possible set forth possible solutions; demonstrate consideration of the policy and other barriers to the proposed solution(s); and clarify where in the CC timeline the discussion needs to occur (e.g., is this really a Business Plan issue or an Implementation Plan issue?). *Please complete this form with these goals in mind and submit to the Facilitator and CC co-chairs!*

### Problem Statement and Observations

On September 29, 2016, PG&E held a Behavior Summit for all California IOUs and other stakeholders with the goal of replacing the CPUC’s current definition of Utility Behavior Program and specifying a new and broader approach to determining what constitutes a Utility Behavior Program in California. The Summit brought together a broad set of stakeholders to gather their input on each of the components of the proposed Behavior Framework. During the Summit, stakeholders shared their views on a variety of topics, however, a clear set of guidelines remained unresolved for several issues.

In 2017 a core group of IOU stakeholders has been meeting bi-weekly to build on the 2016 Behavior Summit discussion and “California Behavioral Definition: Review and Recommendations” white paper to propose a new approach for behavior-based energy programs in the state of California. We would like to provide CAEECC an update on these discussions and get feedback on the six key topics that were identified:

- a. What qualifies as a target behavior and how/should technology acquisition be included?
- b. Should the use of Social Science insights be mandatory and what qualifies as Social Science insights? Where do program theory and other sources of inspiration fit in?
- c. Should there be restrictions or guidance associated with the use of experimental and quasi-experimental designs and should other types of methods be allowed?
- d. Should there be different design and evaluation requirements for pilots versus programs and should evaluation requirements change as evidence is gathered?
- e. How are behavioral interventions distinct from marketing and education?
- f. What is the relationship between behavior interventions and market transformation?

## Proposed Solution(s)

This work will define parameters for whether a (utility or vendor) program is considered behavioral under the new framework, how to build behavioral components into an existing program, and how savings can be claimed – helping to reduce market confusion and utility/PA barriers to capturing behavior-based savings.

Acknowledgement of legal, regulator, and high level operational constraints to the proposed solution(s)

## Scheduling Justification

We propose 9am-12pm on September 28<sup>th</sup> in San Francisco. At this point a draft framework will be ready for input and feedback. This will also allow the working group team enough time to incorporate CAEECC feedback in time for PG&E to include it in Business Plans Platforms planning and the RFP process.