SoCalREN, BayREN, SCE, PG&E, CHEEF, AND TEC Proposed sub-Objectives and example Activities – **redlined version and notes/comments drafted during 8/12 MSMWG meeting**

Primary Objective: **Supporting the long-term success of the energy efficiency market**

Sub-Objectives:

1. **Build, enable, and maintain demand** for energy efficient projects, products, and services in all sectors and industries **to ensure interest in, knowledge of benefits of, or awareness of how to obtain energy efficiency products and/or services. [Activity e.g., educating customers, building demand]**
   1. Additional Comments/Notes/Clarifying Questions

* Added “and industries” after “all sectors”—as this should apply to all customer sectors as well as all industries
* Added “building demand” as an activity to build metric(s) around – since that’s the primary intent of this sub-Objective

1. **Build, enable, and maintain supply chains to increase the capability and desire of market actors to supply energy efficient projects, products, and/or services and to increase the ability, capability, and desire of market actors to perform/ensure quality installation that optimizes energy efficiency savings. [Activity e.g., training contractors]**
   1. Additional Comments/Notes/Clarifying Questions

* No comments; WG support as written

1. **Build, enable, and maintain partnerships** between consumers, governments, advocates, contractors, suppliers, manufacturers, community-based organizations, educators/apprenticeship organizations and/or others **to obtain delivery and/or funding efficiencies for energy efficiency projects, products, and/or services and added value for partners. [Activity e.g., building partnerships]**
   1. Additional Comments/Notes/Clarifying Questions

* Added “community-based organizations, and educators/apprenticeship organizations” – to be more inclusive
* Added “and/or” between “obtain delivery” and “funding efficiencies”– to clarify the delivery channel

1. **Build, enable, and maintain innovation and accessibility in** technology, approaches, and services **development to increase cost-effectiveness of, decrease costs of, increase energy efficiency of, and/or increase scale of and/or access to emerging or existing energy efficient projects, products, and/or services. [Activity e.g., moving beneficial technologies towards greater cost-effectiveness]**
   1. Additional Comments/Notes/Clarifying Questions

* Changed “new” to “emerging…” in light of emerging technologies program
* Added “of and/or access to” between “increase scale” and “of new or existing energy efficient projects…” for clarity
* Added “and/” before “or increase scale…” to be more inclusive
* Discussion over “cost efficiency” vs. “cost effectiveness” – Proposers’ intent was to be explicit about cost-effectiveness and that term is more widely used; WG decided to keep “cost effectiveness” for now
* May want to further refine/clarify MT vs MS distinction

1. **Build, enable, and maintain** greater, broader, and/or more equitable **access to capital for programs,** projects, products, and/or services **to increase funding of, investment in, or financing of energy efficient projects, products, or services. [Activity e.g., access to capital].**

Note: after the meeting, the SoCalREN et al. AND TEC sub-WG and CalAdvocates agreed to revise the text as follows: **“Build, enable, and maintain greater, broader, and/or more equitable access to capital and program coordination to increase affordability of and investment in energy efficient projects, products, or services.”**

* 1. Additional Comments/Notes/Clarifying Questions
* Consider adding “and affordable”—though would need to be defined since subjective, and may be already covered through “equitable access to capital”; consider defining if helpful for designing Metrics
* General agreement to remove “program braiding opportunities” for a variety of reasons and simply say “… access to capital for programs…”