

July 15, 2014
E² Working Group Meeting Minutes

The E² Working Group met on July 15, 2014. The meeting was held in the 3rd Floor Hearing Room at 3 Empire State Plaza and via conference call. The following organizations had representatives participate in the call.

E² Working Group Members	Ex-Officio Participants
DPS	PSEG-LI
Con Edison	
National Grid	Parties
NFG	
Central Hudson	
NYSEG	
RGE	
NYSERDA	
O&R	

1. Review of May 16, 2014 Minutes

No changes proposed.

2. NYSERDA Presentation of Behavioral Demonstration PON

NYSERDA provided an overview of Behavioral Demonstration PON 2646. The presentation is attached. The goal of the demonstration program is to bring behavioral strategies that are proven in the experimental pilot phase to broader scale implementation. The projects may be conducted in the residential, multifamily or commercial sectors. NYSERDA provided an example of a quasi-experimental pilot conducted in partnership with Starbucks. NYSERDA stated utilities could be involved as a partner to a proposal or as a proposing entity themselves.

- The pre-bid conference for this PON will be held on July 28, 2014 and the proposals will be due August 13, 2014.

Discussion:

Central Hudson asked NYSERDA to clarify how they define “pilot” project. There is concern that many residential customers throughout the state are participating in behavior programs such as OPower, and that NYSERDA should be cautious in how they target customers in an effort to avoid customer confusion.

NYSERDA stated that the PON is seeking to fund demonstration projects that have proven to be successful as pilot projects elsewhere.

NYSERDA provided clarification on several issues raised by Central Hudson:

- Projects such as OPower programs are not the type of proposals that this PON is seeking to fund.
- The PON is looking to fund other types of behavioral interventions that influence energy efficiency behaviors in addition to currently operating OPower programs.

NYSERDA believes utility participation is critical for success.

National Grid asked NYSERDA if the PON could include projects that focus on outcomes in addition to MWh savings to be more REV-like, for example demand savings or customer engagement.

- NYSERDA stated that the second part of the PON includes projects to increase participation in an energy efficiency programs or achieve greater savings within a program.

Staff asked NYSERDA about the projected timeline of project completion.

- NYSERDA said the rough timeline is to fine-tune the projects over the fall of 2014, spend one year deploying the intervention, and the next two years post-intervention evaluating effectiveness and persistence, totaling about a three-year project period.

Con Ed expressed concern from customers that NYSERDA applications are often too burdensome and complex for such a small amount of funding and suggested that NYSERDA rethink the proposal's requirements and/or budget.

3. Subcommittee Updates

Evaluation Subcommittee

The evaluation subcommittee will be meeting following today's working group meeting.

Technical Manual Subcommittee

Staff reported the Technical Manual Subcommittee has been working on updates to the Technical Manual over the past year through a series of Record of Revisions filed with the Secretary. New measures were added to the Technical Manual and the Classification Lists. The revised Technical Manual will be released by the end of the month. PAs will have two weeks to review the document and to provide suggestions or identify significant errors. The revised Technical Manual incorporates all revisions made since the October 2010 Technical Manual was released.

4. Ancillary Savings

Staff revisited NYSEG/RG&E's question regarding the reporting of ancillary savings brought up at the May 16, 2014 E2 Working Group meeting. This topic was raised within the Technical Manual Subcommittee. Currently, NYSEG/ RGE is looking for input from other PAs regarding how they define ancillary savings. Staff asked if the group has determined how/if each PA is reporting ancillary savings. The group's first priority is to define ancillary savings and then will determine how/if each PA is calculating and reporting those savings.

5. Upcoming Meetings Date/Time

The August 6th, 2014 meeting is canceled. The next E² Working Group meeting will be held on September 3, 2014, in the 3rd Floor Hearing Room from 10 am-12 pm.

6. Input from Observers

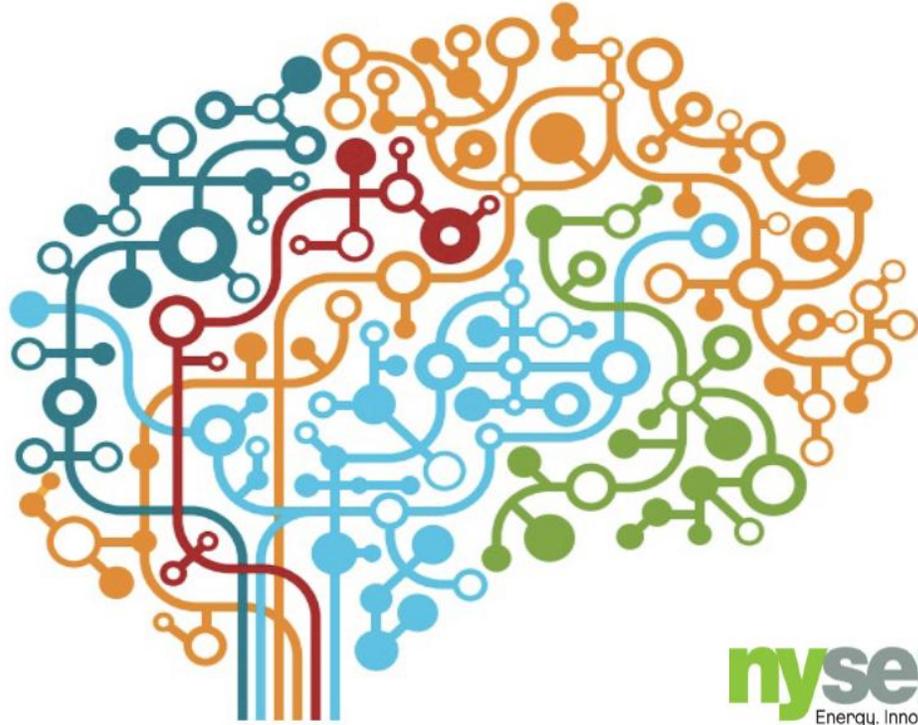
No comments were made from observers.

Next E² Working Group Meeting is scheduled for September 3, 2014 at 10:00am
3rd Floor Hearing Room
Call in number: 866.394.2346
Conference Code: 1614319786

NYSERDA Behavioral Demonstrations Program

Program Opportunity Notice (PON) 2646

Proposals due by Wednesday, August 13th, 2014



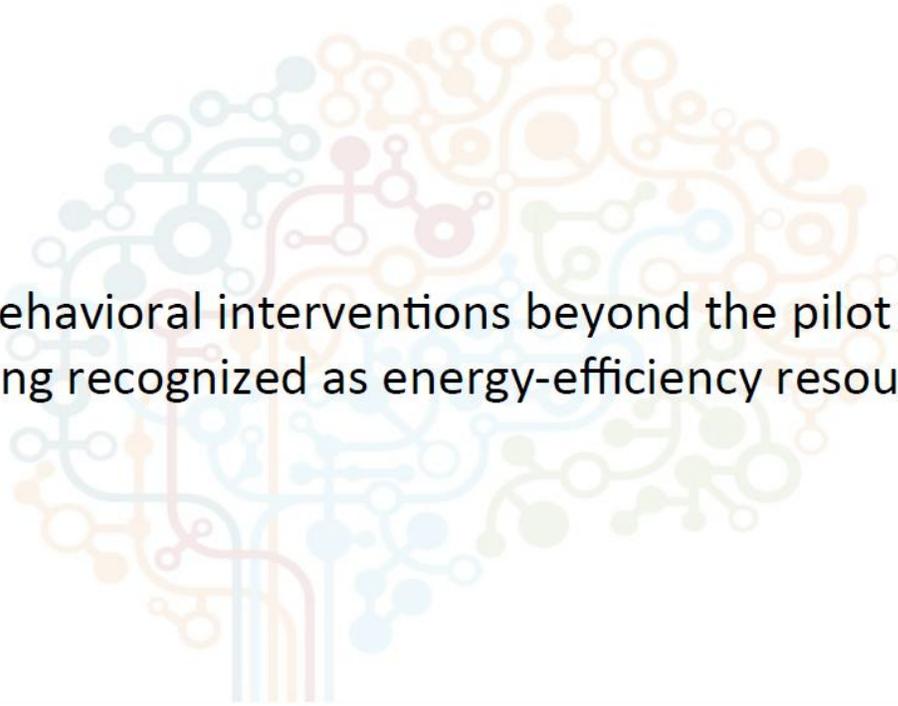
nyszerda
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Background

- “Sizing the Potential of Behavioral Energy-Efficiency Initiatives in the US Residential Market” (*McKinsey, 2013*)
 - Potential impact: 16-20% reduction in total residential energy demand
- Behavioral element of energy efficiency programs
 - Inherently concern human activity and decision making
 - Incorporate social and behavioral sciences to achieve deeper savings (*Mazur-Stommen, ACEEE, 2013*)

Approach

Bring behavioral interventions beyond the pilot phase to being recognized as energy-efficiency resources.



Program Description

- Goal:
 - Identify new and cost effective strategies to reduce energy consumption in New York
 - Provide examples of successful behavioral projects to clean energy program administrators and regulators for broader scale implementation.
- Funds available: \$1,767,878
 - No cap on funds per project
 - Each proposal = 1 to 2 demonstration projects
- SBC territory

Proposals

- Demonstration projects must build upon previously conducted and successful behavioral pilots. No new, unproven pilots!
- Successful behavioral pilots defined as:
 - *Experimental with statistically significant results*
 - *Quasi experimental with positive directionality*
- Potential resources to explore:
 - Behavior pilots funded by NYSERDA's Behavioral Research Program
 - The Consortium for Energy Efficiency's Behavioral Program Summary
 - Bonneville Power Authority's Behavior Based Energy Efficiency Profiles

Program Design

- Particular focus on design, evaluation and persistence
 - Quantify energy savings
 - Evaluate cost-effectiveness for broader deployment
 - Assess persistence (2 years post-intervention)
- Behavioral Demonstration projects may be conducted in the residential, multifamily, or commercial sectors.

Utilities' Role

- Support a proposing team
 - Facilitate data acquisition to measure energy impact during/post intervention
 - Provide baseline data, if necessary.
- Propose a demonstration project as lead proposer/ implementer

Example

Bonneville Power Authority – Starbucks Pilot



BPA Starbucks Pilot

- Quasi-experimental pilot executed by Snohomish County Utility, in partnership with Starbucks, PECl, Lucid and Puget Sound Energy
- 30-day competition among 10 Starbucks locations targeting employee behavior
- Regular feedback via in-store dashboards
- Results:
 - Electric: 2% savings
 - Gas savings: two stores showed statistically significant savings of 4.8 and 9.2%

Lessons Learned

- Supportive staff and in-store champion are indicators of success
- Inadequate baseline data
- Unforeseen extensive testing, configuration and maintenance of equipment needed
- Complexity of data collection
 - Coordination of utility data
- Lack of persistence

Adapted Proposal for PON 2646

- Scaled up version; target more stores in New York
- Utilize fully experimental design
- Incorporate lessons learned to the fullest extent possible
- Focus on persistence throughout

NYSERDA Behavioral Demonstrations Program

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