

EO Collaborative
Evaluation Workgroup - meeting notes
10-14-09
1:30am – 4:30pm

NOTES:

Introductions: Rob Ozar, Manager EE Section: Pat Poli, Chair: Bill Ware (CE), Co-Chair
(About 25 people in attendance at the meeting)

General:

- Pat Poli introduced mission and goals and there were not objections.
- Rob Ozar commented that the Program Design & Implementation workgroup met earlier in the day and there was a decision that the development of reporting formats for the quarterly reports would be a task of that workgroup rather than the evaluation workgroup.
- Question: Pilot projects are a task of the Program Design Group? Yes.
- Question: How do we set up a pilot program so it can be evaluated successfully? Also to make sure it is objective and to discuss how the groups are going to communicate. This is a major goal for the group.
- This group should decide on what methods are used for evaluations.
- Evaluators: The way things used to be done is evaluators would look in the past and evaluate what was done, and today they are asked to be on the front end of everything, so it is very different than it has been.
- This group will not require evaluators to follow certain procedures, this is just an advisory group and our decisions are not binding. We can't hold people to using the exact same method for everything. People can get to the same place using very different routes.
- Will there be a standardized evaluation methodology? This has to be discussed further – the utility has hired companies with their own unique methods. We have decided that we will have a uniform database Michigan Energy Measures Database (MEMD) in which the savings of specific energy efficiency measures are listed. We will also agree on a net to gross values. The drafts rules suggest that a utility could request a statewide net to gross deemed value or it can be provider specific. However, beyond this where does standardization go? This group will discuss this.
- The evaluators do want transparency but not uniformity. This is a good distinction. There are very similar methods used amongst evaluators already. Some evaluation methods will be different but it is most important to note why they are different for different situations, not to make them all uniform when this wouldn't be beneficial for all situations.
- Rob Ozar: In the MEMD contains prescriptive measures, but could also include custom measures.
- The decision to update the MEMD as it relates to the technical potential for a particular measure, should be part of the responsibilities of evaluation group. The

Program and Design Implementation Workgroup's responsibilities as it relates to the MEMD workgroup will be with developing the process for incorporating new technologies into the MEMD.

- The commission would greatly appreciate uniformity in evaluation reports submitted to the Commission.
- Utilities note that there are strict laws in place regarding privacy of customer information.
- Rob Ozar: There should be significant data to support how each calculation was done to give credibility to numbers.
- Bill Ware (CE): Perhaps in the future it would be beneficial to meet with Rick Morgan (MEMD) to find out how the calculations were done for the measures listed in the database. Are they technical potential or is there more to it? We need to have a basic understanding of what these values are before we decide what to do with them.
- Rob Ozar: For this group let's draw on the experts here to educate us on what they have done and what technologies are out there already. There is a disconnection somewhat in our group in which some of us are experts and the rest have no idea. So it would be great for the experts to educate everyone and bring the group up to speed.
- We can't even get into a conversation about net to gross until we all come to a consensus about terminology and definitions. Even as simple as what does "deemed savings" really mean?
 - Perhaps a task of this group could be to come up with its own "dictionary" of terms that are used within this group.
 - Even a broad overview would be helpful to explain processes and procedures.

Steering Committee: Rob notes that steering committee will meet quarterly but the other (3) groups can meet as often as they would like (decided at the end of the meetings). It is very important to make sure all (3) groups are working together. Every EO provider, intervener, and Commission Staff has an automatic seat on the steering committee. Any organization or individual may join "by invitation only" from the commission – let the commission know if you feel like you would be an asset to the steering committee.

- Rob agrees each workgroup should draw up a summary of ideas to present to the steering committee quarterly.

In the case of a disagreement: What happens where there is not a consensus between the group members on certain issues? It is an advisory group, so it is not binding. Commission Staff member suggests that perhaps if there is a disagreement there could be a majority opinion and minority opinion, and each of these can be presented to the steering committee. Group agreed this was a good idea to consider.

- This group is not responsible for evaluating any provider's plans. We are here to discuss findings and brainstorm ideas for future evaluations.

- This area of evaluation tends to be controversial among providers and the commission so this group is here to informally work on conflicting opinions without a formal process.

Additional Comments:

- All of the utilities already used the MEMD to design their programs. Rick Morgan just e-mailed the utilities for ideas on additional technologies to be added to the MEMD.
- The Chairs of this group put together documents that they would like the group to look over and give comments on, available on the website.
- **FIRST PRIORITY:** For the group to get a better handle on the MEMD.
 - It would be best to meet in person with Rick Morgan. The group plans for the next meeting to include Rick Morgan and the main goal is to understand the MEMD.

*****NEXT MEETING: December 7th (afternoon 1:30 p.m.) - Rick Morgan, Morgan Marketing Partners and developer of the Michigan Energy Measures Database, will provide a webinar-format training session to explain the database and describe the contents.**