**CAEECC Market Transformation Working Group (December 6th and 7th)**

**NRDC, 111 Sutter St # 20, San Francisco, CA 94104**

**For Call-In Information See Bottom of Agenda**

**Final Agenda**

**Thursday, December 6th 1:30-5:30**

1:30 **Goals and End Products** of CAEECC MT WG

2:10 **Groundrules** of CAEECC MT WG

2:40 **Market Transformation Principles & Characteristics**

[Note: See potential draft language from Facilitator for the **Goals & End Products; Groundrules; and MT Principles & Characteristics** (directly underneath agenda [here](https://www.caeecc.org/12-6-2018-wg-mtg-market-transformat))

3:15 Break

3:30 **Stage-Gate Approach** (Concept, Program, and Market Development)

* + Brief Background: Stage-Gate Approach in NW—Jeff Harris, NEEA
  + Detailed CA Stage-Gate Proposal: Joint IOUs—Derek Okada, SCE [directly underneath Goals-Groundrules document [here](https://www.caeecc.org/12-6-2018-wg-mtg-market-transformat)]
  + Note: After presentations and clarifying questions; go thru each of the three Phases (Concept, Program, Market) and discuss proposals and questions below)
* **Discussion Questions**:
  + *Is everyone on board with an overall stage-gate approach to MT for CA?*
  + *What are the preferences for how best to operationalize each step and stage in the process?*
  + *What should be the roles and responsibilities for each of the following at each step and stage of the process?*
    - Program administrators
    - Third party implementers
    - Other stakeholders/forums (CA Technical Forum, Emerging Tech Coordinating Council, CAEECC)
    - CPUC
    - Independent Evaluator
  + *Should there be a standing deliberative MT stakeholder body? What should be its functions at each stage of process, its make-up, and where should it be housed (e.g., CAEECC Subcommittee, free-standing MT authority or board, other)?*

5:15 Plans for Friday/ Wrap-Up

5:30 Adjourn for **Happy Hour** at **Ginto Sushi,** 658 Market St, SF, 94104

**Friday, December 7th 9 to 12:30 at NRDC**

9:00 **Recap** of Thursday Afternoon

9:15 **Stage-Gate Approach** (continued)

* + *(continued) What are the preferences for how best to operationalize each step and stage in the process*
  + *(continued) What should be the roles and responsibilities for each of the following at each step and stage of the process?*
    - Program administrators
    - Third party implementers
    - Other stakeholders/forums (CA Technical Forum, Emerging Tech Coordinating Council, CAEECC)
    - CPUC
    - Independent Evaluator
  + *(continued) Should there be a standing deliberative MT stakeholder body? What should be its functions at each stage of process, its make-up, and where should it be housed (e.g., CAEECC Subcommittee, free-standing MT authority or board, other)?*
  + *What should be the timing of each step and stage, and how might it vary by initiative?*

*10:45* Break

*11:00* ***S*tage-Gate Approach** (continued)

* + *How should relevant existing EE programs be integrated into market transformation initiatives and vice versa? And how, if at all, should MT initiatives be incorporated into the rolling portfolios (budgets, cost-effectiveness, out-sourcing targets)?*
  + *How should market transformation interface/integrate with the transition to third-party program design and implementation?*
  + *What should the cost-effectiveness framework/test be for Market Transformation initiatives?*

12:10 **Schedule** of Future MT WG Meetings

12:15 **Next Steps** and **HW Assignments**

12:30 Adjourn

FOR DECEMBER 6, 2018

To join the meeting on a computer or mobile phone: <https://bluejeans.com/308831154?src=calendarLink>

Phone Dial-in

+1.408.740.7256 (US (San Jose))

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FOR DECEMBER 7, SECOND MT MEETING

To join the meeting on a computer or mobile phone: <https://bluejeans.com/298803177?src=calendarLink>

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