

# Energy Efficiency Advisory Panel Technical Stakeholder Workshop – Program Design & Implementation - July 14, 2016

## Consolidated Raw Notes

### Most Important Messages

- Timing
  - Be strategic with each program
  - Be consistent with budgets
  - Focus on quick successes
- Sustainability of programs needs to be beyond NDP
- Program composition
  - Consumer products
  - Residential
  - Small/medium businesses
  - Community
  - Jobs
- Determine success targets
- Focus on the easy start activities that can progress quickly
- Beg, Borrow and Steal from Others
- Public Engagement
  - Social License
  - 1<sup>st</sup> year results
- Reach out on specific discussion on Community Energy Systems
- Focus first on establishing criteria for program success- criteria will set direction for all else.
- Create continued culture of consultation
- Ensure agency can survive a government change
- Stakeholder consultation on role of agency, utilities, retailers, others.
- User friendly education and programs
- Transparent, realistic, communication over multi channels
- Accountability re expectation vs. actual bills.
- Develop and implement a effective and efficient value added process that will benefits Albertans with a long-term focus.
- Information drives behaviour/drives change/drives action
- Sustainability of program delivery and financing models
- Don't underestimate digital engagement
- Energy service companies should play a role in the future of EE programs
- Data access is fundamental to a cost-effective delivers of DSM
- Clearly defined roles are critical.
- Broad reach
- Cost effective programs
- Social considerations
- Clearly define what success will look like in 5 years and work backwards. KPI's for GHGs, KWh's, Awareness brand, jobs, energy literacy.

### Short Term Programs

#### Program Ideas:

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- Direct Install in the home (e.g. faucets, thermostats)
  - The benefits are that the program can be very controllable in terms of \$'s and products.
  - However, the administration costs can be high.
  - It could be utility run.
- Midstream
  - Influence purchasing of products by:
    - Advertising
    - Incenting
    - Coupons
    - Direct engagement
  - Could be at the retailer/distributor level or at the consumer level.
- Commercial Lighting
- Building tune-ups
- Building assessments
- New Home Construction Incentives (that go beyond code)
- Building Envelope (insulation, retrofit, furnace, etc)
- Commercial (boilers, spray nozzles for hot water, etc)
- Kits for Low Income
- Furnaces
- Water Heaters
- Programmable Thermostats
- Assessments for Farmers
- Rural turbines
- Geothermal from old capped oil wells in rural communities

### **Principles / Considerations when selecting Short Term Programs:**

- Consider the biggest gaps and address them
- Consider targeting MUSH sector in the short term
  - Government could show leadership
  - Could be managed easier
- Address rural and Indigenous populations
- All Albertans pay in to the carbon levy – remember to consider where the money will end up. It shouldn't just go to one group.
- Is there a process or criteria for testing new ideas, products?
  - We could reference other jurisdictions, do pilots, etc.
- Evaluation, Measurement and Validation (EMV) will be key.
- Consider programs that are:
  - Easily known
  - Low risk
- Program selection needs to have immediate gains and be measurable
- Consider implications to retail, natural gas, electricity
- Consider implications of the transfer of resources to selected retailers or organizations (e.g. shouldn't all go to Home Hardware)

### **Education/Awareness:**

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- For any program, there is a need for deep information for consumers in order to drive behaviour change
- Market awareness in the short term will lead to market transformation in the long term.
- Consumer Feedback Program
- Create demand in the short term through education, literacy, awareness
  - E.g. use Energy Reports
- Customer empowerment
- Linked to social licence
- Could be unrealistic to get true impacts of education in the short term

### **General Advice:**

- In parallel with implementing short term programs, do the work with identifying conservation potential studies, market research, etc. to consider programs for long term.
- Tap into existing work, build on it.
- Use existing points of contact. Use existing “moments”.
- Make it simple.
- Utilities could partner with financial institutions.
- Make it Alberta specific
- Need the wins to be more than GHG reduction. They need to be tangible for people, and have a “feel” to it so people will talk about it.
- Consider Branding in the first year.
- Don’t rush to spend the \$. Spend it wisely. Don’t use amount of \$ spent as a criteria for success.
- Identify champions in the rural communities; consider a “rural entity”.
- In the first year, the CEO should be out in the public and forming relationships.
- Link the program back to the people, they will buy-in
- Consider job training for the new economy – get people prepared
- There could be a dual process: short term safe programs; long term do the research for longer term
- Consider drive from tax credit side (versus incentive or direct payment)
- Personalize for the commercial sector. Have a champion for the commercial sector
- Set aside \$ for long term projects
- Have a Premier’s Recognition Award
- Have a manager on-site for medium size industry

### **Strengths:**

- Confirmed multi-year budget (stability)
- Blank slate, new start, significant influence over inputs
  - Ability to re-tool and re-calibrate over time.
- Stakeholders (knowledge, experience) to leverage.
- Able to capitalize on other jurisdictions experience
- Massive opportunity
- Leadership that can support execution (expanding industry\_
- Economic conditions (Available labour, costs, skills)
- Political will to act

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- National momentum on file
- Safe place to start from

### **Strengths of short-term programs:**

- Ability to do pilot projects to demonstrate capacity (deep retrofit pilot, etc.)
- A brand-reaching program can engage early
- Ability to do multiple short-term programs
- Opportunities and targets are abundant
- Methodologies and experience help legitimize early efforts

### **Jobs:**

- Need to be aware of dynamic between gross and net jobs
- Strong linkages between new programs and new jobs which is a strength
- Investment in EE can result in new additional funds being reinvested back into economy
- Industry capacity versus bricks and mortar capacity is something to be aware of
- Reduced energy bills can help put money back into economy
- Existing and past programs position new programs for success as there is some familiarity and experience to draw from.
- Ability to have diverse activities on ee topic at the same time.
- Interested and engaged retailers are a strength that will help success
- EE is already viewed as a “win” “win
- There is inevitability to action, it needs to happen eventually.
- Existing capacity in electricity market will be helpful.
- Province-wide programs all at once help with broader buy-in from the public.

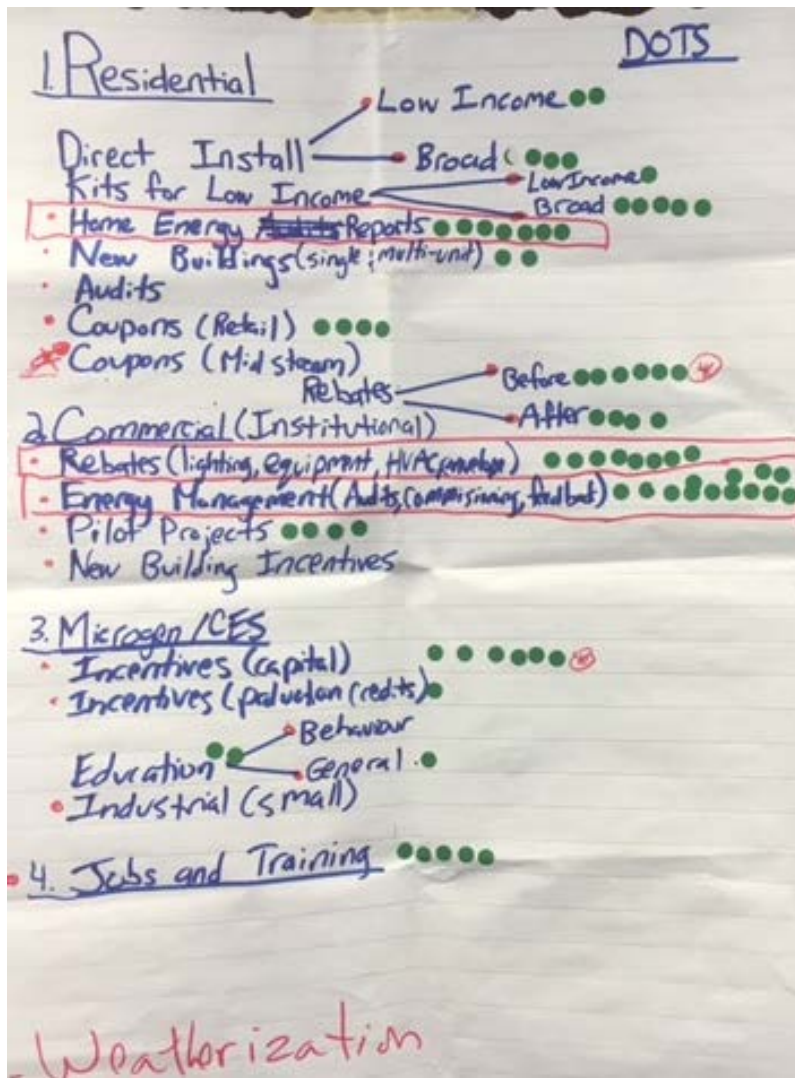
### **Program Prioritization Exercise**

- Participants heard that the Panel was hoping to get participants to provide direct feedback on specific early programs that should be delivered by the new Agency.
- They were provided with the context that the challenge with programs is that they would not all be geared towards achieving the maximum GHG reduction per dollar invested nor would they all be geared towards programs that would satisfy every stakeholder value, regardless of value for dollars invested. A balance will need to be achieved that will ensure successful program uptake and participation/engagement from the public.
- The following diagram was provided:

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-To complete the prioritization exercise, participants were then asked to participate in a dotmocracy, where each



person was provided with 5 dots representing the money invested in the first two years of programs. - A discussion followed that examined the participants thinking in their prioritization of programs as well as cautioning the panel as to interpretation of the results without data and relevant information on specific programs. - It was also expressed that there are significant linkages between the programs identified.