Moving from Assessment to Action

Dave Hewitt, NEEP
This Is Not Our First Time at the Electrification Rodeo
There Might be Some “Non-Energy” Benefits
And, It’s Not the First Time the NE Economy Has Changed with Electrification
Future Winner - Biggest “Bang” for our Market Transformation/Electrification Buck
A quick table exercise
Build a Bumper Sticker

• 3 minutes
• Must be better than “Watts Up”
From a Market Transformation perspective, we have key technologies that only have about 1% market share, but are being developed and supported by some of the world’s largest companies. 1% puts us in the “innovators” phase of market adoption – which frequently, does not transfer to mass market adoption easily.

Generally, the rate of market changes around new and/or disruptive technology and new business models is increasing every day. There will be winners and losers.
Developing the Regional Action Plan

- The Action Plan cannot cover all aspects in the proposed iteration. This will ultimately need to be a multi-year, multi-phase plan as technologies mature, costs drop, consumers understand and desire the technologies, etc.
- Right now, we care about near-term – the next 5 years.
- There is a lot happening already in the region. The Action Plan needs to recognize and/or build on current efforts.
Some Advice from our Advisory Committee

• “Stop kicking the can down the road”
• Businesses have a large impact on policy. Make sure we understand the benefits to businesses. Could be rates, could be economic and job growth.
• Develop a better understanding of Strategic Electrification impact consumers, especially low-income consumers.
• Pick some starting points. Best emissions reduction? Targeted markets? Geography/ distribution capacity?
• How do we build on existing efforts – program, policy and market?
Breakout Topic Areas

• Communication, Education and Marketing
  – How do we consistently talk to key audiences, including consumers?

• State & Regional Public Policy Leadership & Solutions
  – What support and information do state officials need to accelerate action?

• Municipal Leadership & Solutions
  – What do city leaders need to help actualize and realize ambitious carbon goals?
Breakout Topic Areas

• Business Case Beyond Carbon
  – What information do we need on regional business development, job growth, other economic impacts and health impacts to support electrifications

• Leveraging Existing Efficiency Infrastructure
  – How do we build off existing efforts to help leverage market and program development? How do we scale?

• Low-income Opportunities, Challenges & Solutions
  – How can low-income households benefit from electrification? What targeted efforts can address low-income needs while advancing electrification?
There are some questions to help guide discussion in your breakout rooms. Three groups will just meet within the current larger space.

What we would like at the conclusion of the breakout sessions (at 2:35) are two lists.

- One list is of Recommended Action Steps (and/or key issues to resolve)
- Second list is Research Needs and Learning Opportunities

We reconvene in the main room at 2:45. We will spend only three minutes per group on presenting the lists and any critical dialog.
Key Guidance for the Breakouts

- Seriously – three (3) minutes
- Then we will do a dot exercise
- Questions?