



**Energy Efficiency Board  
Annual Planning Retreat Agenda**

Wednesday, June 26, 2013, 9:00 am – 4:00 pm

Institute for Technology and Business Development

185 Main Street, New Britain, Connecticut

Meeting materials available in box.net folder: <https://www.box.com/s/hc9s0fujxfmvio37wct1>

Call-in phone number: 800-655-1109 / passcode: 875 8697

*Business Casual Attire*

**AGENDA**

<b>1. Introductions – Review Agenda – Jamie Howland</b>	<b>9:00</b>
• Introduce Diane Duva – Director of BETP Office of Energy Demand	
<b>2. Thematic Update and Overview of Topics/Plan for the Day – Jamie Howland and Jeff Schlegel</b>	<b>9:05</b>
<b>3. Update on Policy Issues, Legislation, and IRP – Katie Dykes, Jamie Howland &amp; Jeff Schlegel</b>	<b>9:15</b>
a. Notable legislative changes affecting the Board and the CEEF programs	
b. Revised CEEF budget estimates for 2013-2015 and the effects on major programs in 2013	
c. Review of activities by BETP and PURA recently taken or expected in near future – update on IRP and longer term planning	
<b>4. Updates on Program Areas – Consultants / Program Administrators / Committee Members</b>	
a. C & I – Companies	<b>9:35</b>
• Strategic Action Plan –	
• Market segmentation analysis and assessment	
<b>Break</b>	<b>10:20</b>
• Progress towards comprehensiveness	<b>10:30</b>
• Financing options	
b. Residential –	
• Report on recent discussions on future approaches to residential energy efficiency including financing and emerging technologies – Glenn Reed	<b>11:15</b>
• Presentation on new Droid application – Companies	<b>11:45</b>
<b>Lunch</b>	<b>12:00</b>
• Approaches to strengthening customer engagement through enhanced marketing and technology-supported behavioral reinforcement strategies – Jeff Schlegel, Ellen Zuckerman & Companies	<b>12:30</b>
• HES program improvements, analysis of results, and evaluation – DEEP	<b>12:50</b>

<ul style="list-style-type: none"> <li>• Residential issues discussion</li> </ul>	<b>1:00</b>
<p>c. Evaluation – Lisa Skumatz</p> <ul style="list-style-type: none"> <li>• Developing an Updated Evaluation Plan for 2014-2015: Process and Current Progress</li> <li>• Summary Presentation of Key Findings from Recently Released (February 2013-June 2013) Evaluation Studies</li> <li>• Discussion of Key Findings with Board</li> <li>• Schedule of Upcoming Final Reports (June – September)</li> </ul>	<b>1:20</b>
<b>Break</b>	<b>2:05</b>
<p>d. Marketing and Outreach – Ellen Zuckerman and Jeff Schlegel</p> <ul style="list-style-type: none"> <li>• Update on Energize CT website and promotional activities</li> <li>• Plans for integrating Energize CT with program-specific marketing and promotions</li> <li>• Methodologies for tracking and evaluating impact of individual marketing efforts</li> <li>• Clean Energy Communities (CEC) outreach and experience</li> <li>• DEEP EnergizeTowns initiative &amp; community outreach and engagement strategies</li> </ul>	<b>2:15</b>
<p><b>5. Coordinated Programming Discussion -</b></p> <ul style="list-style-type: none"> <li>• Coordination with Lead By Example and Performance Contracting initiatives</li> <li>• Collaboration with CEFIA</li> </ul>	<b>2:45</b>
<p><b>6. Board processes and operations – Jamie Howland</b></p> <ul style="list-style-type: none"> <li>• Executive committee functions</li> <li>• Subcommittees and functions</li> <li>• Consultant management</li> <li>• Executive director</li> </ul>	<b>3:15</b>
<p><b>7. Business Meeting</b></p> <ul style="list-style-type: none"> <li>○ Election of board Chair and Vice Chair (Tentative)</li> </ul>	<b>3:45</b>
<b>8. Adjourn</b>	<b>4:00</b>