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  

1. **Introductions – Review Agenda – Jamie Howland**  
   - Introduce Diane Duva – Director of BETP Office of Energy Demand  
   
2. **Thematic Update and Overview of Topics/Plan for the Day – Jamie Howland and Jeff Schlegel**  
   
3. **Update on Policy Issues, Legislation, and IRP – Katie Dykes, Jamie Howland & Jeff Schlegel**  
   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  
   
4. **Updates on Program Areas – Consultants / Program Administrators / Committee Members**  
   a. **C & I – Companies**  
      - Strategic Action Plan –  
      - Market segmentation analysis and assessment  
      
      Break  
      - Progress towards comprehensiveness  
      - Financing options  
   
   b. **Residential**  
      - Report on recent discussions on future approaches to residential energy efficiency including financing and emerging technologies – Glenn Reed  
      - Presentation on new Droid application – Companies  
   
   Lunch  
   - Approaches to strengthening customer engagement through enhanced marketing and technology-supported behavioral reinforcement strategies – Jeff Schlegel, Ellen Zuckerman & Companies  
   - HES program improvements, analysis of results, and evaluation – DEEP
• Residential issues discussion 1:00

c. Evaluation – Lisa Skumatz 1:20
   • Summary Presentation of Key Findings from Recently Released (February 2013-June 2013) Evaluation Studies
   • Discussion of Key Findings with Board
   • Schedule of Upcoming Final Reports (June – September)

Break 2:05

d. Marketing and Outreach – Ellen Zuckerman and Jeff Schlegel 2:15
   • Update on Energize CT website and promotional activities
   • Plans for integrating Energize CT with program-specific marketing and promotions
   • Methodologies for tracking and evaluating impact of individual marketing efforts
   • Clean Energy Communities (CEC) outreach and experience
   • DEEP EnergizeTowns initiative & community outreach and engagement strategies

5. Coordinated Programming Discussion - 2:45
   • Coordination with Lead By Example and Performance Contracting initiatives
   • Collaboration with CEFIA

6. Board processes and operations – Jamie Howland 3:15
   • Executive committee functions
   • Subcommittees and functions
   • Consultant management
   • Executive director

7. Business Meeting 3:45
   o Election of board Chair and Vice Chair (Tentative)

8. Adjourn 4:00