



WHPA HVAC Stakeholder Engagement Strategy Committee (HSES)*

Teleconference Summary Notes

Friday, September 29, 2017

Scheduled for 9:00am – 10:00am PDT

Call to Order

WHPA HVAC Stakeholder Engagement Strategy Committee (HSES)* Co-Chair, Paul Thomas (SDG&E), called the meeting to order at 9:03 a.m. PDT. The meeting was recorded for note purposes.

**This Committee was initially referenced as the “Streamlining” Committee, but the name was changed to the HVAC Stakeholder Engagement Strategy Committee during this meeting to better represent the Committee’s focus on exploring what stakeholder engagement looks like beyond 2017 and without Investor Owned Utility (IOU)-compensated Staff support of WHPA Committees and Working Groups.*

Roll Call

WHPA Staff (Wendy Worrell) conducted roll call based on the current roster. As no voting panel has been assigned in favor of consensus voting, members are organized by voting eligibility status. 17 participants (or proxies) attended the meeting with a quorum (8+) of eligible members as indicated below:

P = Present at meeting A = Absent from meeting; if proxy has been assigned it will be noted below.				
Organization	First Name	Last Name	WHPA Category	Attendance
Voting Eligible				
ACCA (Air Conditioning Contractors of America)	Don	Langston	Contractor Association	P
AHRI (Air-Conditioning, Heating, and Refrigeration Institute)	Garrett	McGuire	Director, Government Relations	P
CALBO (California Building Officials)	Bob	Barks	Codes & Standards Official (Association or Jurisdiction)	P
CEC (California Energy Commission)	Lea	Haro	Government (Other than CPUC)	P
CPUC (California Public Utilities Commission) Energy Division	Peter	Biermayer	California PUC	P
Galawish Consulting Associates	Elsia	Galawish	Energy Efficiency Program Consultant	P
HVAC Excellence	Eugene	Silberstein	Certifying Body	P
IHACI (Institute of Heating and Air Conditioning Industries)	Bob	Wiseman	Contractor Association	P (Co-Chair)
Indio Cooling & Heating Supply	Tim	Mann	Distributor	P
NCI (National Comfort Institute)	Mel	Johnson	Educator, Trainer	P
PG&E (Pacific Gas and Electric Company)	Mark	Salavitch	California IOU	A
	Christian	Weber	California IOU	A
SCE (Southern California Edison)	Scott	Higa	California IOU	P
SDG&E (San Diego Gas & Electric Company)	Paul	Thomas	California IOU	P (Co-Chair)
SoCalGas (Southern California Gas Company)	Harvey	Bringas	California IOU	P
SynergyNexGen	Barbara	Hernesman	Energy Efficiency Program Consultant	P
Transformative Wave	Joe	Schmutzler	Controls (Manufacturer or Distributor)	P
Tre'Laine Associates	Pepper	Hunziker	Energy Efficiency Program Consultant	P
Voting Eligible (upon meeting attendance)				
HARDI (Heating, Air Conditioning & Refrigeration Distributors International)	Talbot	Gee	Distributor Association	A
ICSC (International Council of Shopping Centers)	Keith	Walker	Owner/Facility/Property Management Association	A
JCEEP (Joint Committee on Energy and Environmental Policy)	David	Dias	Organized Labor	A
SMUD (Sacramento Municipal Utility District)	Ravi	Patel	Public Owned Utility	A
Guests				
CPUC (California Public Utilities Commission (Energy Division)	Jeorge	Tagnipes	California PUC	A
SDG&E (San Diego Gas & Electric Company)	Pedro	Ramirez	California IOU	A
WHPA Staff				
InfoPlast	Wendy	Worrell	Other Stakeholder	P (Host/Scribe)

** Organization is Not a Member of the WHPA; + Individual is NOT Registered with the WHPA; (P) = Member Organization is Pending Approval from the WHPA Executive Committee.

AGENDA

The following agenda was distributed to the WHPA Compliance Committee roster by WHPA Staff prior to the meeting:



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Friday, September 29, 2017

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PDT TIME	TOPIC	FACILITATOR
7 min. 9:00-9:07	Roll Call	Wendy Worrell
3 min. 9:07-9:10	Recurring Meeting Scheduling (Proposed: Alternating Fridays at 9am PT)	Co-Chairs / Wendy Worrell
10 min. 9:10-9:20	Co-Chair’s Opening Comments (Issues for Consideration, Why We Are Here)	Bob Wiseman
5 min. 9:20-9:25	Committee Nomenclature Vote (Proposed: HVAC Stakeholder Engagement Strategy)	Bob Wiseman
35 min. 9:25-10:00	Review of Developed Themes and Brainstorming Discussion	Co-Chairs
by 10:00am	Adjournment	Co-Chairs

Recurring Meeting Scheduling

Per Co-Chair request, WHPA Staff presented the following proposed meeting schedule that was based on review of the prior Doodle Poll results:

- **Alternate Fridays from 9am – 10am Pacific Time**
 - September 15th (*Held at Noon*) and 29th (*Held Today*)
 - October 13th and 27th
 - November 10th and 24th (*Thanksgiving Reschedule?*)
 - December 8th
- **Strawman Completion Target Date**
 - December 20th

DISCUSSION

In reply to Pepper Hunziker’s (Tre’Laine Associates) inquiry, WHPA Staff clarified that the November 24th date would be rescheduled if needed based on strawman development progress at that point.

VOTE

WHPA Staff asked for a motion to approve the proposed meeting schedule. Don Langston (ACCA) so moved with a second from Bob Barks (CALBO). There was no further discussion. The schedule was unanimously approved by a voiced consensus “aye” vote.

Co-Chair’s Opening Comments

Co-Chair Bob Wiseman (IHACI) overviewed “how we got to this point” and “why we are here”.

HOW WE GOT TO THIS POINT

Co-Chair Bob Wiseman (IHACI) provided some historical context noting that before the Western HVAC Performance Alliance (WHPA), overall HVAC discussion was very fragmented with work done in silos without much cross-communication or understanding across the various stakeholders in the industry. There was a lot of influence from consultants and narrower perspectives instead of perspective for the overall HVAC market. Industry perspective was not being heard. While it may not be Industry’s job to “say what happens at the State (of California) level, Industry has to be heard. There must be a mechanism that allows the HVAC industry to communicate with those who are regulating them.” The CPUC’s “California Long Term Energy Efficiency Strategy Plan (Strategic Plan)” set out to reshape the HVAC industry to find a way for all the stakeholders to work together, which is difficult thing to do. HVAC is a multibillion dollar industry and a lot of communication was needed for change to occur. To a large extent, WHPA was that vehicle to fuel communication and understanding amongst HVAC stakeholders. For example, it brought Utilities and the CEC to understand the dilemmas of Industry more and clarified some of the detailed problems encountered. “Now as we are here, WHPA is going away.”

WHY WE ARE HERE

Co-Chair Bob Wiseman (IHACI) clarified what the HVAC Stakeholder Engagement Strategy Committee (HSES) is tasked to do. At this point, the HSES Committee is trying to determine what stakeholder engagement will look like in the future. “Are we going back to that siloed model with organizations working independently and occasionally getting together for meetings to discuss



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things as a formality rather than a sincere desire to understand other parts of the industry?” A fresh look is needed to develop a new way since the current structure of WHPA “as we know it” will be going away. The Co-Chair noted that it is important to recognize that if WHPA will continue “in any way, shape, or form”, people will need to step up to make it continue with both time and resources. He also noted that it might go to a completely voluntarily supported model. He clarified that WHPA Committees have discussed many areas of the industry ranging from Compliance and WE&T, to CQM, which probably could have been done without the guidance of the IOUs, albeit more difficultly, but that overall, it will take leadership and someone to direct the process. He summarized that this Committee’s discussion is not directly on “how we are changing WHPA”, but rather more fundamentally on what stakeholder engagement looks like going forward in the State of California.

COMMENTS

Co-Chair Bob Wiseman (IHACI) asked for comments on the content he presented.

- Don Langston (ACCA) commented that the diversity of stakeholders in the HVAC industry presents a challenge. There are businesses with competing priorities covering different aspects of the marketplace. Trying to integrate them with competing priorities from IOUs, which have their own challenges, as well as with State Agencies and elected officials trying to do what they think is best is a “monumental task”. He expressed his belief that for “what WHPA is and what it has become”, WHPA has done a lot toward improving the level of communication. He also confirmed agreement that a refocus is “definitely needed”. In thinking of all the industry players who have stepped up, Don argued that “industry has done more than its part”. From his perspective, Don sees continual personnel changes within the IOUs and at the government level who really do not know the HVAC industry. They cycle out after a year or two restarting the learning process. Don suggested that the portion of the Strategic Plan that clarifies “what this is supposed to be about” be reviewed because when people are not in a position to learn and grow, there is an issue. “If a business is constantly overturning, it is not successful.” Don expressed that he was not implying a derogatory tone toward the IOUs and the State as he understands they are “just doing their job”, but stressed that the IOU changeover does not provide continuity in trying to “fill out the Strategic Plan”.
- Barbara Hernesman (SynergyNexGen) voiced agreement with Don Langston’s (ACCA) comments and reported that the issue of stakeholders being in their own silos “has always been the conversation”. She stated that WHPA has been a place for bridge building and voiced her hope that it will continue to be a catalyst for stakeholder engagement. Without that, Barbara expressed confidence that HVAC will go back into a phase where “industry is talking to themselves, the regulators are talking to themselves, and no one is talking to each other”. She pointed out that one of the main themes at the 2016 WHPA In-Person meeting was discussion for how to get the regulatory agencies, the IOUs, and the industry stakeholders to stay engaged in communication, in sharing language, and in defining “what this language is”. Barbara added that a stakeholder takeaway from WHPA is review that has been done on market education opportunities, market economic innovations and opportunities, and means for building bridges between the regulatory agencies and the IOUs. She emphasized the importance of keeping the engagement going so stakeholders feel they are part of the process and that they have some level of influence on what is happening in their market down to the “boots on the ground” level for “what is happening in real life”. Barbara also commented that “it would be interesting to see how the industry volunteer engagement over the last 10 years at their cost to keep them out of siloed activities” is monetized for the IOUs and CPUC as a factor in WHPA efforts beyond what the IOUs fund to support facilitation. Barbara confirmed that she does support change, noting that the EBEE Committee looked at taking the larger Committee down to the smaller working group, which yielded some good work products and “incredible engagement”. There are those who are willing to get into specifics and work hard to ensure communication lines, influences, and engagement stays open for what the task at hand is. Going forward, Barbara suggested a structure focused on more in-person engagement over teleconference calls so strategizing can “really be tackled”. In her opinion, strategy committees need true engagement. CEC, CPUC, and the IOUs also need to be actively engaged so “we do not have to recreate the wheel due to personnel changes.”
 - Co-Chair Paul Thomas (SDG&E) replied that industry volunteer activity is monetized and reported out to the IOUs (and the Executive Committee quarterly), but noted that it is considered “non-resource”. When reviewing IOU programs in California, there are resource acquisition programs that claim energy savings, and non-resource programs that do not, such as many of the Workforce, Education & Training (WE&T) and Market Education & Outreach (ME&O) efforts. The monetized industry activity would be in the latter area. He expressed that while reporting the value of the WHPA could be improved, it is not officially a program and does not fit in with typical energy savings programs.
 - Barbara Hernesman (SynergyNexGen) stated appreciation for the “great clarification”, but expressed that “perhaps a mistake made along the way was trying to slot it in an energy savings box when this is really about market education and economic opportunities” as well as how this innovative group can get together and get communication going with the regulatory agencies and the IOUs.



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- Pepper Hunziker (Tre'Laine Associates) reported that many years ago, the Utilities were asked to embark on a sector strategy for HVAC. The referenced framework at that time was the CalTCP program. Pepper noted that when she first started with WHPA about seven years ago, people were very fragmented in terms of implementation as well as in interrelationships. Over that timeframe, “the sector strategy of the WHPA has profoundly impacted everybody who participated.” They can transact together in activities, but also in the relationships and teambuilding that have taken place, which Pepper noted are the most rewarding of all the activities she has done in WHPA. She expressed “hope” that those aspects will continue.

Committee Nomenclature Vote

Co-Chair Paul Thomas (SDG&E) noted that the proposed nomenclature change is just for the name of this Committee to reflect efforts in developing the broader topic of stakeholder engagement strategy for 2018 and beyond rather than focus on streamlining. The label given to describe the activity needs to properly communicate focus to those outside the Committee.

Co-Chair Bob Wiseman (IHACI) facilitated the vote on Committee nomenclature. He reported that the initial name upon formation approval by the WHPA Executive Committee was the “Streamlining” Committee, but that the goal is to establish the best name to reflect the Committee’s focus. The proposed nomenclature is the “HVAC Stakeholder Engagement Strategy (HSES)” Committee.

DISCUSSION

Co-Chair Bob Wiseman (IHACI) opened the topic for discussion, but no comments were made.

VOTE

Co-Chair Bob Wiseman (IHACI) asked for a motion. Mel Johnson (NCI) motioned and Pepper Hunziker (Tre'Laine Associates) seconded the motion to approve the proposed Committee name of “HVAC Stakeholder Engagement Strategy (HSES)”. There was no further discussion. The nomenclature was unanimously approved by a voiced consensus “aye” vote.

Review of Developed Themes and Brainstorming Discussion

Co-Chair Paul Thomas (SDG&E) noted his appreciation for the invigorating level of engagement and passion he sees in the HVAC industry. He reported that the launch meeting held on September 15, 2017 yielded some good feedback and that additional input was solicited and received by email prior to this meeting.

WHPA Staff Note: *The Final Draft September 15, 2017 Meeting Minutes were emailed for HSES Committee review on September 28, 2017. The finalized minutes will be posted reflective of received edits on October 6th.*

In terms of process, Co-Chair Paul Thomas (SDG&E) reported that the Co-Chairs and WHPA Staff are gathering all the comments (via notes and recordings) and synthesizing them into themes. Once that process is done, possibly after this meeting, the themes will be presented for agreement and comment on alignment / conflict going forward. After that, the Committee will look at “how to achieve that”.

BRAINSTORMING DISCUSSION

Co-Chair Paul Thomas (SDG&E) thanked those who provided input prior to the meeting to the emailed prompt: “*Thoughts on needs/wants/expectations for HVAC stakeholder engagement with California utilities*” and offered them the opportunity to present their thoughts.

Comments received from Eugene Silberstein (HVAC Excellence) by email on September 22, 2017:

“With an emphasis on energy efficiency, I think that emphasis should be placed on the education of those presently in the industry as well as those who will be entering the industry in the future. Energy efficiency is a by-product of performing the basics correctly. From system sizing and design to system charging procedures to unit airflow, efficiency results when the fundamentals are properly executed. This was a point that I brought up at the WE&T meeting.

Also, on a broader scale, there are many stakeholders who are attached, at least in some fashion, non-residential acceptance testing under Title 24. I think that concentrating on acceptance testing will provide a great benefit to most of the parties involved.

Of course, you can reach out to me for any clarification or other information you might need.”



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Eugene Silberstein (HVAC Excellence) noted that there was conversation at the Statewide WE&T meeting about the emphasis on energy efficiency and that he had raised the point at that meeting that teaching energy efficiency is one thing, but that the culmination of teaching proper system sizing, proper air flow, proper charging, etcetera yields energy savings. He commented that the Title 24 acceptance testing concept is an area “where we all can benefit”. HVAC Excellence is on the training and certification side. Eugene suggested that concentration on the acceptance testing process with the CEC would be beneficial “for a lot on the call today.”

- Co-Chair Paul Thomas (SDG&E) confirmed he is in alignment with Eugene Silberstein’s comments about the importance of education of those who are in the industry as well as those who are entering, plus special focus of acceptance testing.

Comments received from Joe Schmutzler (Transformative Wave) by email on September 19, 2017:

1. *“What immediate assistance do they need for the RFP*?”*
2. *Is there a specific direction they hope to go with these programs that we can provide assistance on?*
3. *As documents come in should we review these goals, or possibly also the RFP* submittals documents as well? I can see there being potential conflicts on the latter.*
4. *With this change in utility focus, how can the WHPA help with their long-term goals?*

I think the big issue is how can we be more relevant to the utility programs. There is a lot of good work going on with the WHPA, but it can seem a little distant to the needs of the utility program managers. With this new “outsourcing” focus there may be a push for them to just rely on ASHRAE and other similar organizations. We really need to focus on what added-value the WHPA can provide, especially given the strong industry connections that will be necessary to run quality programs that deliver strong results.

**RFP refers to the PG&E RFP that is just about to be issued, and one Joe believes SCE is starting soon as well. The thought is that with this large change they are planning in their programs, at least for program delivery, it would be a great opportunity to realign our communities and goals with the utility’s needs.”*

Joe Schmutzler (Transformative Wave) commented that it sounds like there is “a lot in flux” at the Utilities. He suggested that if there is more information available for how to make WHPA more relevant to the IOUs going forward, there might be a way to help maintain long term viability of the Committee and the WHPA.

- Co-Chair Paul Thomas (SDG&E) replied that funding was dropped largely because of administrative issues and confirmed that the current WHPA facilitation contract ends this year. The IOUs are “at a precarious place of major shift for the Energy Efficiency industry” causing a lot of uncertainty, which resulted in the IOUs not being in a place to renew that contract going forward. Beyond the administrative issues, in his role as HVAC Strategy Lead at SDG&E and as the proposed Statewide Lead for some of the programs, Paul also thought, and has heard agreement from many others, that it was very important to take a fresh look at “what is going on” with respect to everyone’s time and to ratepayer dollars.
- Joe Schmutzler (Transformative Wave) noted that when he was at the WHPA In-Person Meetings in 2015, he “by accident” talked with an SCE Program Rep who had an interest and need for refrigeration system fault detection. Joe suggested that better ongoing communication channels are desirable for better understanding of IOU needs and ability to provide assistance beyond random happenstance conversation.
- Co-Chair Paul Thomas (SDG&E) appreciated the feedback on the need for communication on how to be more relevant to Utility programs.

Comments received from Mel Johnson (NCI) by email on September 22, 2017:

“After reviewing CPUC, CAECC and Statewide IOU correspondence, I noticed there is varying references to the WHPA for stakeholder engagement/input in the 4) State-Wide IOU’s business plans. It would be beneficial for this new committee to discuss the intervention strategies and primary tactics related to the Key Regulatory and Legislative Policy Drivers that will affect the HVAC Industry. To date there are nine pieces of Legislative Policy (see below) that will and currently have direct impact to California HVAC Contractors who serve the rate-payers. Since third-party programs must be proposed, designed, implemented, and delivered by non-utility personnel under contract to a utility program administrator, I believe the HVAC Industry will be the unfortunate recipient of a third-party interpretation of these new policies/legislation with little to no real understanding of the real barriers that the contractors face. I also believe the IOU’s who work in the regulatory environment are the closest to interpreting what this means to the market but could use input from the HVAC Industry on the pluses and delta’s of the primary tactics expected of the workforce.

- California Long-Term EE Strategic Plan (CLTEESP)
- Senate Bill (SB) 350 (Clean Energy and Pollution Reduction Act of 2015)
- Assembly Bill (AB) 802
- AB 758 (Comprehensive EE in Existing Buildings Law)
- AB 793



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- Executive Order B-18-12
- Proposition 39 (CA Clean Energy Jobs Act)
- AB 32 (CA Global Warming Solutions Act)
- SB 1414

Thank you for including me in this process, I hope to be of help.”

Mel Johnson (NCI) voiced appreciation for the opportunity given to stakeholders to share their thoughts. His comments focused on the strategies and tactics that will be used. He noted that all the Utilities have good “portfolio administration strategy and tactics”, and that those elements find their way into strategy and design. When the third parties pick these up, they will be responsible for interpreting that legislation and policy appropriately, and then looking at the strategies and tactics laid out by the Utilities, which did a good job of characterizing the market. Mel’s biggest concern is for the HVAC industry because “if this is not done right, the HVAC industry will get buried in a lot of what is happening”. Based on his first-hand experience through the years, Mel commented that the Regulatory side does a good job with each of the Utilities to try to understand what this means for the market as they characterize it, and that they have been good about asking for input from the industry on how these tactics are implemented by the workforce. Mel expressed strong belief that if focus does not start with the broader perspective, the right places for the work to become real for the industry, for “the guy on the roof”, cannot be influenced. His explanation is what he “thinks” can be done to help.

- Co-Chair Paul Thomas (SDG&E) replied that Christian Weber (PG&E) had previously raised the same point that “with where we are going in the future with energy efficiency programs and programmatic design, and that focus being more put on third party implementers for this design”, it will be important that the message directly gets to these third parties for their engagement and involvement. Paul stated that this is also a **recurring theme**.

The Co-Chairs opened discussion for additional brainstorming to ensure all perspectives are heard.

Barbara Hernesman (SynergyNexGen) confirmed her agreement that the key points presented by Eugene Silberstein (HVAC Excellence), Joe Schmutzler (Transformative Wave), and Mel Johnson (NCI) represent what has been worked on over the past five years in a drilled down fashion. She suggested that the real conversation is on how to move the market, the economic opportunities and the education that goes along with that and that “our focus” should be on those areas. She clarified that strategizing should focus on what will happen when third party implementers come in and on how the programs will be developed and implemented. Barbara indicated that there are real barriers facing the HVAC market noting that the contractors, technicians, distributors, and manufacturers all have specific problems with embracing the long-term energy efficiency goals for California, and the business plan for CPUC. It has been repeatedly stated that Industry has a lack of understanding of the language of the IOUs and the Regulatory agencies and vice versa. If strategizing is built to tackle that problem, determination of the important elements that must be present for third party implementers to have funds available for Market Education and Outreach (ME&O) needs to be done. The components that are most necessary to get to the people on the ground who are implementing the “chosen desires” need to be defined.

- In looking through the lens of HVAC industry stakeholder engagement, including the IOUs, for 2018 and beyond and thinking in terms of the wants, needs, and expectations for reaching the “boots on the ground”, Co-Chair Paul Thomas (SDG&E) asked Barbara Hernesman (SynergyNexGen) what she thinks stakeholder engagement can do along those lines “in terms of getting people together and talking about things” and if that is a topic that needs to be discussed” and “needs to be a priority with the broad audience”.
- Barbara Hernesman (SynergyNexGen) noted that she comes from a construction background and that Erik Emblem always used to talk about how “80% of the folks that are doing HVAC in California are small businesses”. Barbara reported that “we are not meeting them where they are at” and that while some can get to the Energy Centers, IHACI, or others for training, it is a small percentage of the population. She suggested stakeholder engagement should utilize builder exchanges and contractor associations to be able to meet them where they are at. In Barbara’s interpretation, “meet them where they are at” means to physically go to where they are. She clarified that strategy needs to be developed for how to get conversation going with a small business person doing \$5 million worth of business in the HVAC industry, which is a pretty high bar for some of the “mom and pop shops”, about why acceptance testing is important, why they need to use all the gadgets that “we know work” to change the output and give a better energy efficiency “bang for the buck”. Barbara stated that the manufacturer, distributor, organization, and building exchange platforms are not being utilized well for communication of the necessity of why new “gizmos and gadgets” are needed and what it means to the service provided to their customers. The other part is that no one does any business unless they are going to get an economic gain out of it, despite desire to make an impact. Union apprenticeship programs are doing a great job and coddled from “a to z”.



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Pepper Hunziker (Tre'Laine Associates) commented that historically WHPA work has been oriented to where the Utilities are. She suggested that perhaps lifting of the IOU administrative aspect will allow the stakeholder group “to advocate and play within the realm of their scope and not necessarily directly tied to Utility points”. She used the Standard 180 Working Group as an example of evaluation done to determine if alignment should be with the Utility Program, or if the focus was on digging deeply into Standard 180 as it is. Pepper stated that having a “shared skin in the game” would help provide the true value that each stakeholder brings to the table.

- Co-Chair Paul Thomas (SDG&E) stated his appreciation for Pepper Hunziker’s point. He reported that his overarching role is to wear two hats. He has an obvious IOU stakeholder hat focused on HVAC programs and what might come up in the portfolio. With this effort, however, he understands that the broader perspective within WHPA is beyond the IOUs and IOU programs. When discussing HVAC industry stakeholder engagement, the IOUs are a piece of that, but it is not all about getting information to the IOUs. If that is the case, then it would be molded around programs and require the IOUs to take complete leadership. Paul stated the importance of getting the full Committee’s thoughts about if the focus is just about interacting with the IOUs and the programs, or if it is about broader HVAC industry needs. If it is about the broader perspective, some of the discussion then needs to be about leadership to ensure that happens. Since the IOUs have been using rate payer funding for WHPA, but will no longer be providing that funding, Paul clarified that the IOUs owe it to WHPA to provide some leadership for this transition.

Tim Mann (Indio Cooling & Heating Supply) reported that the biggest issue for contractors at this point are homeowner insurance policies and the mindset of putting a band aid on “everything they’ve got”. Tim suggested that a better approach may be to use a dollars and cents approach by offering something as simple as changing out some of the old PSE motors or putting a hard start kit on something. These are small things that would not be difficult for a homeowner to do but would like gain huge contractor support and would save between 15% to 30% electricity. Instead it is more about the cheapest way insurance companies can provide service and save as much of the premium as they can.

- Co-Chair Paul Thomas (SDG&E) asked how to take that from a granular level to the strategy level of stakeholder engagement. How does a stakeholder engagement organization address something like that?
- Tim Mann (Indio Cooling & Heating Supply) said to retrofit some of this and beef up energy efficiency from a cost-effective level for the average ratepayer and the average homeowner. “Take baby steps and maybe down the road it will happen.”
- Pepper Hunziker (Tre'Laine Associates) asked if the suggestion was for “how we do it” or for “how we would pay for doing it”.
- Tim Mann (Indio Cooling & Heating Supply) clarified that for engagement, it would “excite contractors and encourage homeowners to change behavior.” He added that it would break it down to the level of where it makes sense for the contractor and the Utility company.
- Bob Barks (CALBO) commented that a solution would be for the group to have an outreach coordinator to contact the insurance companies and invite them to join the group to answer how to address these questions.

Co-Chair Paul Thomas (SDG&E) clarified that discussion should not be getting “into the weeds” on programs at this point. “WHPA is not going to be what it was last year or even right now.” Going into 2018, it is “going away or changing or something.” When talking broadly about stakeholder engagement, discussion is not necessarily on all the contractors or all the boots on the ground, but rather on those who would represent those groups.

- Pepper Hunziker’s requested clarification on if the strawman ask is for input on “how we would interact” or “how to fund that type of interaction”, if it is a “step by step”, or if it is “starting with how to keep something moving forward and then how it might be supported”.

Co-Chair Paul Thomas (SDG&E) commented that he believes there is some confusion about what the Committees need to do. He clarified that this Committee’s discussion should not be getting into the issues of solving problems with programs. Focus should be on strategy. WHPA is changing from the past, but there is value with the HVAC industry stakeholders that have been gathering as part of the WHPA. If that is to continue, clarification of the fundamental needs and wants of the stakeholder groups is needed. Discussion needs to stay at the higher level.

Co-Chair Bob Wiseman (IHACI) voiced appreciation for the “excellent conversation”. He confirmed agreement that it is important to go “where the boot meets the ground”. Ultimately, “this is what we want to influence.” Giving government agencies and utilities this type of important information is needed to help influence the process. He clarified that “some of the basic questions will be answered as we go forward” and that “the process will reveal exactly what it looks like.”



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ACTION: Further HSES Committee member comments to be emailed to WHPA Staff (wendy@performancealliance.org).

Adjournment

The Co-Chair adjourned the meeting at 10:04 p.m. PDT.

* * * * *

Summary of Action Items and Key Decisions (from above)

ACTION ITEMS

1. **ACTION:** Further HSES Committee member comments to be emailed to WHPA Staff (wendy@performancealliance.org).

KEY DECISIONS

1. **VOTE:** The proposed meeting schedule for October thru December 2017 was unanimously approved by the eligible voting bodies on the meeting call.
2. **VOTE:** The Committee name was changed to “HVAC Stakeholder Engagement Strategy (HSES)” by unanimous approval of the eligible voting bodies on the meeting call.