CALIFORNIA

Efficiency + Demand Management

COUNCIL

Advancing Our Clean Economy

Monthly Member Readout

December 5, 2025

REC

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Today's Agenda

- Welcome CEDMC Board of Directors!
- Fall Conference Wrap Up
- 2026 Sponsorship Discount on CEDMC Events
- Council comments on DR rulemaking scope
- CPUC decision approving CalMTA programs
- Council comments on PD on tariff on-bill pilot proposals
- Energy Efficiency Natural Gas Incentive Phase-Out Staff Proposal (DRAFT)
- Recent filings
- New Solicitations - SCPPA Online Rebate Processing & Energy Efficiency Platform RFP

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Welcome CEDMC Board of Directors!

We held the vote and we welcome new and returning CEDMC Board members! Listed below in alphabetical order.

We had our annual Strategic Planning Retreat this week, which was informative, productive, and fun.

2026-2027 Term

- Nancy Barba, Frontier Energy
- Chris Burmester, Energy Solutions
- Cody Coeckelenbergh, ICF
- Amit Kanungo, DNV
- Gina Melekh, Franklin Energy
- Abhijeet Pande, TRC
- Olivia Patterson, Opinion Dynamics
- Colin Smith, Leap Energy

2025-2026 Term

- Kim DiCello, CLEAResult
- Yeshpal Gupta, Lincus
- Andrea Marr, Cadmus
- Matt O'Keefe, Oracle Utilities/Opower
- Kim Rodriguez, Resource Innovations
- Laurel Rothschild, The Energy Coalition
- Amul Sathe, Guidehouse
- Siva Sethuraman, Cascade Energy

CEDMC Board Strategic Planning Retreat

Key Strategic Directions

- **Protect and Expand EE/DSM Funding in the State**
  - Legislative Strategy to Protect, Reform, Expand PPP EE/DSM Funding
  - EE/DSM Coalition Building to Support our Efforts
  - Communicating Value of EE/DSM to Statewide Stakeholders. Pivot to demand growth, economic growth.
- **Develop Roadmap and Messaging for EE/DSM to Solve State Policy Priorities (Load Growth, Affordability, & Decarbonization)**
  - How does EE/DSM industry enable energy affordability and decarbonization?
  - New CEDMC Mission Statement aligned with state priorities
- **Reforming the Program Administrator Model**
  - Restore incentive mechanisms (rate base DSM, SHIM/ESPI)
  - Requirements to do all cost-effective DSM before T&D
- **Reforming Portfolio Administration, Rules, and Processes**
  - Cost Effectiveness
  - Streamlining process and set minimum timing
  - Create market mechanism for load flexibility & reform CAISO Rules
- **Effective Regulatory Policy Intervenor Approach**
- **Improving Our Events**
  - IOU/PA Forums
  - Deeper client engagement
- **Organizational Administrative Improvements**
  - Policy Manager
  - More realistic budgeting
  - Forecast to actuals financial reporting
- **Membership Engagement & Revenue Growth**
  - Membership Survey
  - Membership Retention
  - Membership Communications
  - 1:1 Stay Conversations - Board w/Members
  - Explore "Client" Engagement Partner Category revenue stream
  - Finalize new member categories (Trade Allies, etc.)
  - Membership Drive

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Fall Conference Wrap Up

The CEDMC Fall Conference was on November 13 and it was a great success. The theme was ***Amplifying Our Industry Voice – Raising the Volume on Energy Efficiency and Demand Management in California***. Click here to view the presentation and full agenda with speaker bio links.

The day started with an **Opening Plenary with the CPUC, CEC, and CAISO**. Joe Eto, Vice Chair, CAISO Board of Governors, Siva Gunda, Vice Chair, CEC, and Kerry Fleisher, Director at Energy Division, CPUC. Each shared their distinct but interconnected roles in shaping the landscape for demand side solutions in the state. The panel was moderated by Amit Kanungo, DNV.

Joe Eto was presented the **Art Rosenfeld Achievement Award**. You can see previous recipients here.

The first session was on the **Value of Energy Efficiency and Demand Side Management** and explored how EE and DSM can work together more effectively to support grid challenges and highlight what's working through case studies from IOUs, RENs, and CCAs. Speakers included: Dr. Liza Legaspi, SoCalGas; Joanne O'Neill, Clean Power Alliance; Sneha Vasudevan, Uplight and moderator: Laurel Rothschild, The Energy Coalition.

The next session was **Decarbonization and Beneficial Electrification: Lessons from Early Building Projects** and discussed TECH program, updated Title 24 measures and the removal of subsidies for methane gas line extensions. A number of pilot initiatives are demonstrating approaches "on the ground" to accelerate progress and surfacing advanced methods and strategies that can help address challenges. Speakers were: Seth McKinney, Resource Innovations, Rafael Reyes, Peninsula Clean Energy; Dylan Sarkisian, Energy Solutions and was moderated by Savannah Bertrand, Sealed

Session three discussed **Advancing Customer-Centric Load Flexibility: Innovation in Action**. Panelists were Andrew Hoffman, Leap Energy; Robin Maslowski, Trillium Energy Consulting; Chetna Smith, Southern California Edison; Timothy Treadwell, San Diego Community Power; and moderator: Jeana Swedenburg, Opinion Dynamics and explored:

- How customer-focused innovations are enabling participation in grid services
- What value streams are most critical to scale flexible load
- How the OIR can support more inclusive and scalable solutions

Fall Conference Wrap Up

Following was Session 4: **The Evolution of California's EE/DSM Portfolio to Meet Current and Future Needs**. Panelists included:

- Marc Costa, The Energy Coalition
- Michael Daukoru, CalTF
- Tami Rasmussen, Evergreen Economics
- Coby Rudolph, CPUC Energy Division
- Wade Stano, Marin Clean Energy
- Moderator: Chris Burmester, PhD, Energy Solutions

During this session, speakers discussed how statewide portfolio investments are pivoting to meet these new policy goals, how these changes look to achieve decarbonization while reducing overall energy costs for all ratepayers, how the state administers these programs to ensure a cost-effective and sustainable portfolio, what opportunities exist to improve the effectiveness of the statewide portfolio and streamline administration, and how to balance a diversity of policy directives.

Next was a panel with **Manufacturers and Trade Allies: Where the Rubber meets the Road**. Ian Doebber, Blue Frontier; Mabell Garcia Paine, Carrier Energy; Samantha Lamos, Gradient; and Meredith Roberts, Generac Power Systems talked about what is working, how customers make purchasing decisions, and the strategies that could fast-track the pace of decarbonization for California and the nation.

The final speaker was Chrissy Crowell from Peak Energy Solutions on **Experiencing the Pace of Change**. She led an interactive presentation asking real-time questions from participants on on how rapidly our industry has shifted, and about the tools, practices, and technologies that have become part of everyday work in just the past few years.

2026 CEDMC Event Sponsorships - Buy Early & Save!

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SPECIAL DEAL: Bundle Your Sponsorships Early & Save!

- 15% discount for two events - any level
- 25% discount for three events - any level
- You must commit before Dec. 31, 2025, payment in January, 2026 is accepted.

EM&V FORUM
February 10, 2026
Berkeley, CA

SPRING SYMPOSIUM
May (date may change), 2026
Costa Mesa, CA

FALL CONFERENCE
November 17-18, 2026
South San Francisco, CA

PRICING

	Platinum	Gold	Silver	Bronze
EM&V Forum	$5,000	$3,500	$2,000	$1,250
Spring Symposium	$7,500	$5,000	$2,500	$1,750
Fall Conference	$10,000	$7,500	$5,000	$2,500

BENEFITS

	Platinum	Gold	Silver	Bronze
Logo on all marketing materials and website	✓	✓	✓	✓
Recognition during the event - verbal and printed	✓	✓	✓	✓
Complimentary in-person tickets	7	5	2	1
Receive attendee list before and after the event	✓	✓	✓	✓
Ability to place swag on the sponsor materials table	✓	✓	✓	✓
Opportunity to introduce a keynote speaker	✓			
Lunch and post-conference reception sponsor	✓			
First networking break sponsor		✓		
Second networking break sponsor		✓		
Survey Raffle Sponsor			✓	

Council comments on DR rulemaking scope

- On 11/13, 34 parties filed opening comments on the proposed scope and schedule of the new DR rulemaking
- Overview of Council comments
  - Support updated Guiding Principles but they need to be adhered to once approved
  - Support updated dual participation rules b/c many DR participants have multiple smart devices, Slice-of-Day Resource Adequacy (RA) regime should allow for DR any time of day
  - Universal control groups needed for frequent dispatches, to ensure consistent measurement across IOUs and DR providers
  - Cost-effectiveness & performance measurement methods needed for load-shift resources
  - Need to coordinate with CAISO DDEMI policy initiatives

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Council comments on DR rulemaking scope (cont.)

- Overview of Council comments (cont.)
  - Many Resource Adequacy-related issues that need to be addressed
    - Transparent LIP Report review process
    - QC counting framework for BTM energy storage (thermal & electric)
    - Providing RA outside of the Availability Assessment Hours
    - Shorter DR dispatches to qualify as RA capacity
    - Uniform DR testing rules and bidding requirements for IOUs and DR providers
  - Customer data access principles and performance standards are needed
  - Universal access to technology incentives
- Reply comments filed on 12/1
- Next steps: PHC on 12/16, scoping ruling expected in Q1 2026

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CPUC decision approving CalMTA programs

- On 11/24, the CPUC issued a final decision approving Room Heat Pump and Induction Cooktop Market Transformation Initiatives (MTI)
- Decision overview
  - Room Heat Pumps is approved
  - Induction Cooktop is approved subject to April 3 Tier 2 advice letter narrowing scope & budget to focus on 120 volt technologies
  - Total approved budget up to $114.6 million over 6-year period
  - Affirmed balance of short-term investment vs. long-term cost-effectiveness (C/E)
  - Lower C/E of Induction Cooking balanced by sensitivity analysis to support Total Market Adoption & Baseline Market Assumption forecasts
  - Requests CalMTA grant CPUC a perpetual, no-cost license to use its C/E tool

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Council comments on PD on tariff on-bill pilot proposals

- On 11/20, the Council filed opening comments on proposed decision (PD) on tariff on-bill (TOB) financing pilot proposals
  - PD approved SCE proposal but rejected SoCalGas, SDG&E, and SVCE proposals
- Overview of Council comments
  - CPUC should follow recommendation of Energy Division consultant and approve the SoCalGas proposal w/ the recommended modifications, e.g., expand the pilot to test acceptance w/ landlords & renters, and adding certain electrification equipment
  - Gas EE measures should not be excluded from the TOB pilot
    - Gas measures still deliver significant savings in portfolio for which there are no viable electric alternatives
    - Some customers cannot electrify for various reasons
    - Excluding gas measures could leave inefficient gas equipment and forego highly cost-effective gas efficiency upgrades
- Next steps: CPUC vote held on 12/4

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Energy Efficiency Natural Gas Incentive Phase-Out Staff Proposal (DRAFT) proposals

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- This CPUC staff proposal makes recommendations for phasing out ratepayer-funded energy efficiency (EE) incentives for most natural gas measures over the next 10 years.
- (D.) 23- 04-035 ordered the phase-out of EE ratepayer-funded incentives for new construction gas appliance measures in the residential and commercial sectors that are not cost-effective, within the market support and resource acquisition segments of the EE portfolio beginning January 1, 2024. In short, the policy ended incentives for non-exempt, non-cost-effective EE gas measures installed in residential and commercial new construction with no existing gas line, or with an existing gas line if gas usage would materially increase.
- D. 23-04-035 identified “Exempt measures,” defined as those that “result in gas savings but do not burn gas; and ... include building insulation, sealing, smart thermostats, faucet aerators and building envelope measures such as windows and doors”, can continue to receive ratepayer-funded EE incentives.

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Energy Efficiency Natural Gas Incentive Phase-Out Staff Proposal (DRAFT) (cont.)

- This staff proposal outlines Phase 2 of the expansion to phase-out ratepayer-funded EE incentives for non-cost-effective gas measures that are determined to have a Viable Electric Alternative (VEA) within retrofit projects and for cost-effective gas measures with a VEA installed in new construction projects.

- The applicable sectors, segments, projects, and exemptions, etc. are as in D.23-04-035, except this proposal includes the retrofit and equity segment of the EE portfolio. A gas measure has a VEA when an electric appliance measure provides the same functionality as a natural gas or mixed fuel baseline measure and is cost-effective to the customer.

- In the absence of a VEA, staff believes a wider elimination of EE gas measure incentives would lead to stranded assets, where developers install baseline gas appliances without EE funding, counter to the state's decarbonization goals. Staff proposes adopting the Participant Cost Test (PCT) as the primary method to determine cost effectiveness when identifying the VEAs available for a gas EE measure.

Link

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Recent filings

2025 Council Filings

November 6 – CEDMC Comments on October 16 CAISO DDEMI Working Group

November 13 – CEDMC Opening Comments on Demand Response OIR

November 20 – CEDMC Opening Comments on PD on Tariff On-Bill Pilot Proposals

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New Solicitations - SCPPA Online Rebate Processing & Energy Efficiency Platform RFP

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SCPPA Online Rebate Processing & Energy Efficiency Platform RFP: November 21, 2025 – December 19, 2025

SCPPA RFP FOR ONLINE ENERGY EFFICIENCY PLATFORM SELECTION PROCESS	
SCHEDULE OF REQUIREMENTS	**TARGET DATE(S)**
Issue RFP	November 21, 2025
Clarification Questions Due	December 8, 2025
Responses to Clarification Questions Due	December 9, 2025
Proposal Deadline	December 19, 2025
Review of Proposals	December 22, 2025 – January 9, 2026
Interviews (If Necessary)	TBD
Selection of Respondent(s) for negotiation	January 12 – 23, 2026
Notice of Intent to Award (following contract negotiation, but prior to any Board approval)	January 2026

*Timeline/Schedule is subject to change.

If you have any questions regarding the RFP or the submission process, please feel free to contact us at onlinerebateplatformrfp@scppa.org. Additional details can be found here:

- Program RFPs/BIDS – SCPPA
- SCPPA-RFP-Online-EE-Platform-Final.pdf

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Discussion and Questions

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Thank You!

Please contact us if you have any questions.

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