Ideation Process

Version 1 - Final

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Ideation Projects - Definition

Any project that explores, investigates new measures, approaches, systems, delivery mechanisms, program design for future inclusion in the EE portfolio.

In addition, any project that plans on investigating changes to existing programs: incentive structures, delivery mechanisms, etc. will also be defined as an Ideation project.

Emerging Technologies Program (ETP) projects are considered ideation, but do not follow these guidelines. ETP projects are focused on technologies not measures and do not claim savings.

Ideation Projects Broad Types

- This list is only illustrative

Project Type	Objectives
Pilot	-Test new measures -Test new program design/delivery approach -May claim savings -Used to inform new/changes to existing cost-effectiveness -May run in stages or phases
Trial	-Test changes to existing delivery approaches -Does not test new/changes to cost-effectiveness inputs -Does not claim savings
Proof-of-Concept	-Test new delivery approaches but not intended to claim savings -Pre-pilot approach
ETP projects (including Demonstrations)	-Test new technologies and approaches -Develop inputs to workpapers -Administered exclusively by ETP managers -May develop discrete parts of a pilot -An ETP Demonstration Showcase is aimed at providing visibility to new technologies. Normally involves a number of measures in one or few sites. Data collection may not necessarily occur.
Lighting Innovation (D12-05-015)	-Develops medium scale pilots and demonstration projects to identify measures that should be supported in the Primary Lighting subprogram. -Supports technologies aimed at early adopters -May inform cost-effectiveness

Ideation Projects Nomenclature

- Ideally, PAs should conform to these broad definitions when naming projects to avoid confusion.
- PAs should reserve 'Demonstrations' to ETP projects.
- ANY project testing approaches to claim savings or projects that intend to claim savings should be named a Pilot.

Scope of the guidelines

The guidelines apply to:
- Pilots
- Trials
- Proof-of-Concept
- Lighting Innovation Projects
- Other projects similar in nature

The guidelines do not apply to Emerging Technologies Program projects.

Types of Submission Process

Method	Submission
Ordered by Commission Decision	- Commission ordered Advice Letter - Commission ordered PIP/PIP Addendum - Other Commission ordered process
PIP	- Intention to develop project included in PIP
PA proposed	- PA comes up with an idea and presents to staff
Lighting Innovation program project	- Projects authorized by decision under program umbrella.
ETP project (including demonstrations)	- IOUs currently do not need Commission staff approval to initiate an ETP project. IOUs follow internal scanning/screening/authorization process. Process documented in 2010-2012 Phase 1 ETP Evaluation

Engaging Commission Staff

- IOUs are encouraged to engage Commission staff very early in the idea development.
  - How early will depend on each project. It is advisable for IOUs to gather enough information to determine if the idea has potential before coming to Commission staff.
- IOUs should engage program area staff at the Commission. Depending on the project, more than one Commission staff will need to be engaged. The need should be determined during initial contact.

Project Plan
(PAs are encouraged to engage Commission staff prior to development of the ideation project plan)

Minimum Information Required in a Project Plan

1. A specific statement of the concern, gap, or problem that the pilot seeks to address and the likelihood that the issue can be addressed cost-effectively through utility programs This statement should include any market research done to support the statement of gap and the solution proposed.
2. Whether and how the project will address a Strategic Plan goal or strategy and market transformation.
3. Specific goals, objectives and end points for the project (end points should clearly state how this project is expected to be scaled up in the portfolio or modify an existing offering in the portfolio)
4. New and innovative design, partnerships, concepts or measure mixes that have not yet been tested or employed.
5. A clear budget and explanation of funding source.
6. Program performance metrics or non-resource objectives and success criteria
7. Timeframe to complete the project and obtain results within a portfolio cycle (subject to R.13-11-005 Phase 2 determination) - projects should not be continuations of programs from previous PAs portfolios.
8. Information on relevant baselines metrics or a plan to develop baseline information against which the project outcomes can be measured.
9. A concrete strategy to identify and disseminate best practices and lessons learned from the ~~pilot~~ project to all California utilities and to transfer those practices to programs, as well as a schedule and plan to expand the ~~pilot~~ project to utility and hopefully statewide usage, including expected funding source for the planned new program or program modification if known.

Information that is project dependent (applicability to be discussed with staff)

1. IOU staff project manager and assigned EM&V liaison- names and contact info.
2. Ex-Ante Review data collection form (see last slide in this deck)
3. Methodologies to test the cost-effectiveness of the project.
4. A proposed EM&V plan and PCG plan
5. Proposed PRG (or list of leads to engage in proposal development/project tracking. May include industry, advocates, etc.)
6. Any other relevant information requested by Commission staff to support review.

Submission of an Ideation Project

1. PAs will develop an idea internally and will reach out to Commission staff once there is sufficient data to support proposal.
    1. This step is not required but advisable
2. Pas will submit the Ideation Project Plan including relevant information to a dedicated Basecamp folder
    1. The Basecamp folder will be created and should serve as the main vehicle of communication between PA and Commission staff
3. Commission Staff has two weeks to raise any issues and/or request additional information to support review
    1. If staff is silent when the two weeks period is up, the project plan is considered approved and complete
    2. This step should not replace and Advice Letter requirements for approval. This step is to make sure project plan is adequate to support the project.
4. If review process takes too long or a resolution is not reached within reasonable time, either PAs or Commission staff should escalate to respective management to resolve issues.
    1. EM&V dispute resolution does not apply in this case. R.13-11-005 Phase two should specify a formal dispute resolution process if appropriate.

Reporting requirements

1. PA submits an excel file semi-annually with list of projects.
   a) Initially this should be reported as response to standing data request.
2. PA upload ideation project plan to dedicated basecamp project folder.
   a) Approval/comments can be handled in basecamp.
   b) Two weeks for Commission staff review and to raise concerns.
   c) This requirement should be followed even if an AL will be filed. Ensures record of communication.
3. Staff writes a brief identifying concerns and/or any other information and upload to the Commission's internal filing system (content server).
4. PA writes a final report on the project when project finished.
   a) Includes findings.
   b) Recommendations.
5. Public Reporting
   a) List of projects uploaded to EEstats
   b) Final findings report uploaded to energydataweb if comments needed and ultimately to calmac.org

Inclusion of an idea in the Portfolio

1. For adding new programs, except those chosen during the competitive process, an Advice Letter must be filed. *
2. Changes in incentive levels or modifications to program design (such as changes to customer eligibility requirements) will not trigger Energy Division or formal Commission review. PAs will notify the Commission of all incentive level changes that take place through the Program Implementation Plan Addendum process. *
3. Requests for additional funding require an application.

* According to the Policy Manual (page 64-5)

– Ex-ante Data Collection Form

Project Name: _____

Measure(s) Description: _____

Market/Sector: _____ Delivery Method: _____

Applicable Codes and/Standards: _____

Relationship to DEER: _____

Measure(s) Base Case(s): _____

Measure(s) Baseline (e.g., pre-existing equipment, code): _____

If the project does not plan to estimate energy savings at this time, will the project results be used to determine savings calculation methods in the future? If so, how?

> Type Answer here

If the project plans to estimate energy savings at this time, please fill out the sections below:

Estimated Measure(s) Savings: kWh: _____ kW: _____ Therms: _____

Proposed Savings Calculation Methods (include references):

> Annual Electric Energy Savings:

> Annual Demand Reduction:

> Annual Gas Energy Savings:

Load Shapes: Base Case(s): _____ Measure(s): _____

Measure Cost: Base Case(s): _____ Measure(s): _____

Total Incremental Measure Cost: _____