



# Moving from Assessment to Action

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# This Is Not Our First Time at the Electrification Rodeo



# There Might be Some “Non-Energy” Benefits



# And, It's Not the First Time the NE Economy Has Changed with Electrification



09195. ICE HARVESTING. SHOOTING THE WAGES INTO THE HOUSE.

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# Future Winner - Biggest “Bang” for our Market Transformation/Electrification Buck





## A quick table exercise Build a Bumper Sticker

- 3 minutes
- Must be better than “Watts Up”

# Developing a Regional Action Plan to Transform Markets



- From a Market Transformation perspective, we have key technologies that only have about 1% market share, but are being developed and supported by some of the worlds' largest companies. 1% puts us in the “innovators” phase of market adoption – which frequently, does not transfer to mass market adoption easily.
- Generally, the rate of market changes around new and/or disruptive technology and new business models is increasing every day. There will be winners and losers.

# Developing the Regional Action Plan



- The Action Plan cannot cover all aspects in the proposed iteration. This will ultimately will need to be a multi-year, multi-phase plan as technologies mature, costs drop, consumers understand and desire the technologies, etc.
- Right now, we care about near-term – the next 5 years.
- There is a lot happening already in the region. The Action Plan needs to recognize and/or build on current efforts

# Some Advice from our Advisory Committee



- “Stop kicking the can down the road”
- Businesses have a large impact on policy. Make sure we understand the benefits to businesses. Could be rates, could be economic and job growth.
- Develop a better understanding of Strategic Electrification impact consumers, especially low-income consumers.
- Pick some starting points. Best emissions reduction? Targeted markets? Geography/ distribution capacity?
- How do we build on existing efforts – program, policy and market?



## MULTI-STATE ZEV ACTION PLAN



May 2014

ZEV Program Implementation  
Task Force

# Heat Pumps



Northeast/Mid-Atlantic Air-Source Heat Pump  
Market Strategies Report 2016 Update

January 2017



# Breakout Topic Areas

- Communication, Education and Marketing
  - How do we consistently talk to key audiences, including consumers?
- State & Regional Public Policy Leadership & Solutions
  - What support and information do state officials need to accelerate action?
- Municipal Leadership & Solutions
  - What do city leaders need to help actualize and realize ambitious carbon goals?

# Breakout Topic Areas

- Business Case Beyond Carbon
  - What information do we need on regional business development, job growth, other economic impacts and health impacts to support electrifications
- Leveraging Existing Efficiency Infrastructure
  - How do we build off existing efforts to help leverage market and program development? How do we scale?
- Low-income Opportunities, Challenges & Solutions
  - How can low-income households benefit from electrification? What targeted efforts can address low-income needs while advancing electrification?

# Key Guidance for the Breakouts

- There are some questions to help guide discussion in your breakout rooms. Three groups will just meet within the current larger space.
- What we would like at the conclusion of the breakout sessions (at 2:35) are two lists.
  - One list is of Recommended Action Steps (and/or key issues to resolve)
  - Second list is Research Needs and Learning Opportunities
- We reconvene in the main room at 2:45. We will spend only three minutes per group on presenting the lists and any critical dialog

# Key Guidance for the Breakouts

- Seriously – three (3) minutes
- Then we will do a dot exercise
  
- Questions?