



Residential Market Advisory Group (RMAG)

October 2 – 16, 2020 Webinar Series

## Meeting Summary

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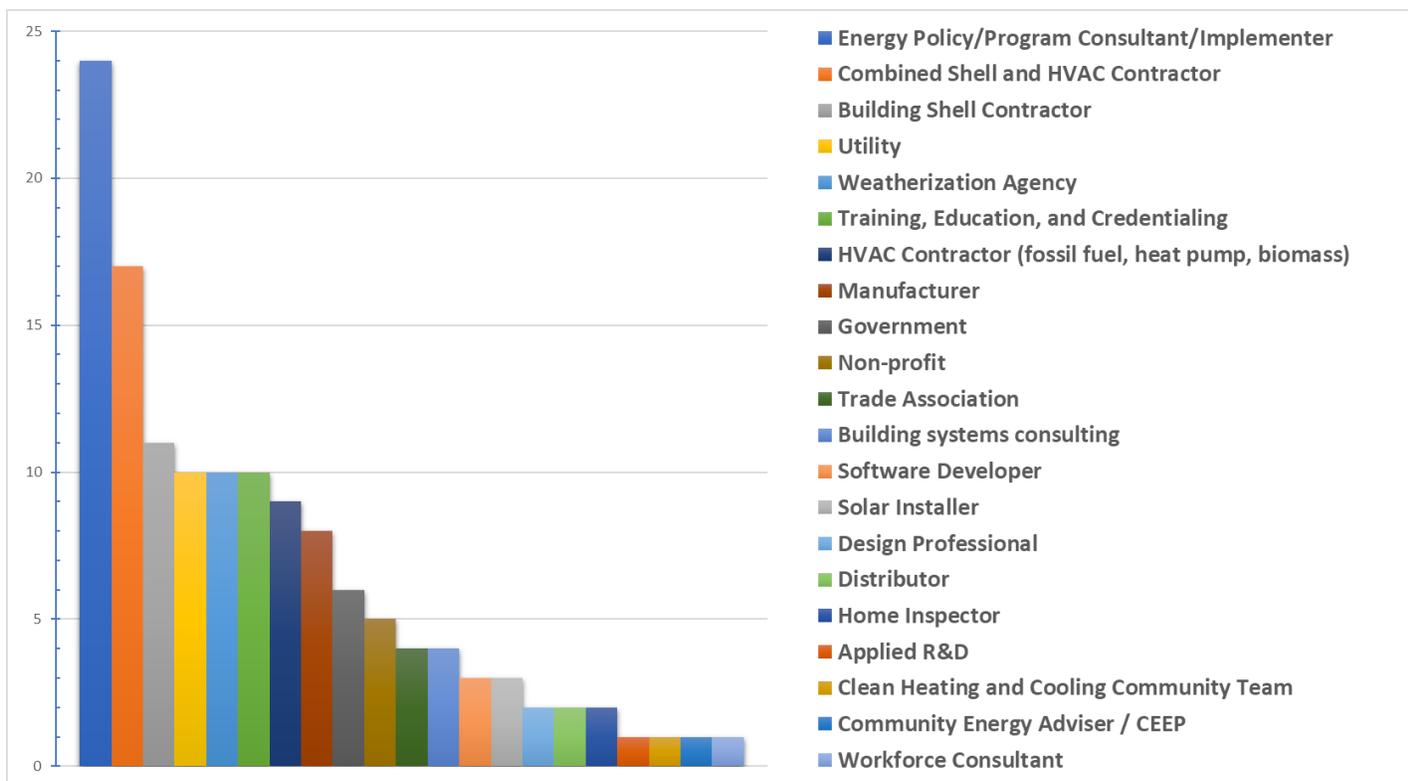
## Meeting Overview

In October of 2020, the New York State Energy Research and Development Authority (NYSERDA) hosted a series of virtual meetings of the Residential Market Advisory Group (RMAG). The meetings began with an opening session on October 2, providing an overview of RMAG progress to date and trajectory forward. Following the opening session, the RMAG participated in three facilitated breakout sessions focusing on *Normalizing the Use of Heat Pumps* (October 7); *Ramping Up to Meet Our Energy and Equity Goals* (October 8); and, *Adjusting to the “New Normal” in Business* (October 9.) The series ended with a closing session on October 16, which reviewed items from the breakout sessions and prioritized next steps. The presentations for each of these meetings can be found here: <https://www.nyserd.org/Partners-and-Investors/Partner-With-NYSERDA/Residential-Market-Advisory-Group>.

The webinar series had the following objectives:

- Provide an opportunity to learn more about NYSERDA’s initiatives to meet the state’s clean energy goals and provide feedback on current and future residential initiatives;
- Identify actionable ideas to help normalize the use of heat pumps, ramp up to meet our energy and equity goals, and how to adjust to the ‘new normal’ in business; and,
- Discuss planning and coordination for ongoing work group activities.

Participants self-identified their residential market focuses, bringing diverse perspectives to the dialogue (illustrated in the chart below):



Opening Session, October 2, 2020

## Welcome and Progress to Date

- [Slideshow](#) [PDF]

Courtney Moriarta, Director of NYSERDA's Single Family Market-Rate Residential programs, reviewed RMAG progress to date since its inception in 2019, highlighting key activities, including several NYSERDA initiatives designed to address issues discussed during the 2019 RMAG meeting, as follows :

- [The Comfort Home Pilot](#)
- [Residential Energy Audit Streamline](#)
- [New York Clean Heat](#)
- [Career Pathway Training Partnership](#)

The RMAG 2020 Survey results were presented by Sara Omar, the facilitator from Kearns & West. The survey was distributed in September 2020 to stakeholders in the residential energy market to assess current market needs in the context of New York's energy policy goals and rebuilding businesses as we emerge from the COVID-19 pandemic. The survey results identified the following needs:

- Financial support for heat pump installation, weatherization, and solar photovoltaic (PV) systems;
- Customer education about heat pumps and energy efficiency policies;
- Workforce training for business services, financing, and sales that can expand the efficiency upgrade market;
- Identify skilled, competent installers and service technicians;
- Develop better remote audit tools; and,
- Availability of cost-efficient foam and heating equipment.

## Discussion

The RMAG presents an opportunity for dialogue among residential stakeholders to identify new opportunities, explore opportunities to improve ongoing activities, and to provide input and discussion on pending activities.

Participants shared comments and discussion exploring challenges and potential RMAG opportunities, including:

- **Bundled Energy Efficiency:** A participant suggested bundling energy efficiency and electrification with residential solar installations to improve cost effectiveness of adopting heat pump technology.
- **Improving Access to Solar PV for Residential Applications:** A participant remarked that utilities were becoming congested with larger Community Distributed Generation (CDG) projects and there was an inability to implement smaller commercial and residential PV systems as a result. They suggested that New York should follow Hawaii and California by implementing smart inverters and zero export tariffs to allow for greater solar PV penetration. Additional suggestions for accelerating growth of residential and small commercial Solar PV systems included: 1) simpler

utility permitting for residential systems, 2) simpler, small energy storage system utility permitting, and 3) implementation of smart inverter features and benefits into utility tariffs.

- **Gas vs. Electric Operating Costs:** A participant asked whether NYSERDA has a strategy to address the higher operating cost of heat pump systems compared to heating with natural gas. A NYSERDA representative noted that they are aware of this challenge, and that finding a solution will be a necessary task. The representative also noted that the value of reduced gas consumption and demand varies across the state and depend on factors such as gas constraints in a particular region.
- **Home Efficiency Rating System:** A participant commented that there is a need for a home efficiency rating system that follows retrofitting projects, and that such a system would improve marketing for energy efficiency.
- **Penalties:** One participant asked if there are penalties for utilities that do not reach Climate Leadership and Community Protection Act (CLCPA) energy efficiency targets. They added that the Energy Efficiency Obligations (EEO) system in Europe fines utilities per kilowatt (kW) for missed targets. A NYSERDA representative noted that the CLCPA compels us to find the strategies, policies, and actions that New York needs to take to reach the state's energy goals, providing those recommendations to the Climate Action Council (CAC). The CAC discusses recommendations, and outcomes from these deliberations can ultimately inform regulations.
- **Pilot Projects:** A participant inquired if there were opportunities to run pilot projects for technologies that were proven in other markets but not yet in New York. A NYSERDA representative shared that there is potential for pilot projects. NYSERDA is investing in many areas, and is currently looking for ideas for the best ways to invest additional resources.
- **Regional Challenges:** Multiple participants commented that barriers to energy efficient adoption differ across regions and for rural and urban customers. One participant commented that residential customers in rural areas may not have large enough electrical service to support a switch to heat pump heating. The participant suggested leveraging System Benefits Charge (SBC) funds to upgrade residential customer electrical service to support heat pumps and whole house electrification.
- **Technical Challenges:** A participant from the Building Performance Contractor's Association (BPCA) remarked that it is more complicated to heat and cool homes using heat pumps than it is with traditional boilers. The participant noted that homeowners might not be used to the maintenance and service challenges associated with heat pumps, and that the industry faces challenges educating and providing resources to residents considering heat pumps.

## Policy Update

Emily Dean, NYSERDA Director of Market Development, provided an overview of the New York Climate Leadership and Community Protection Act (CLCPA). Emily then reviewed the goals and targets created by the CLCPA and convening of the Climate Action Council, highlighting:

- Energy Efficiency and Housing Advisory Panel
- Benefiting Disadvantaged Communities and Climate Justice Working Group
- Energy Efficiency progress to date and New York Strategies

Courtney then shared an overview of the New York residential market, including:

- Residential building stock assessment and energy profile of current New York homes
- Energy impact of the residential sector
- Market penetration of NYSERDA's whole house program
- Decarbonization goals in the residential sector, and the need for a steep increase in the heat pump market share to meet NYSERDA goals

Following the presentation, participants explored the following discussion question: *What is the biggest headwind to ramping up to meet our goals?* Subsequent discussion centered around these topics:

- Barriers for low- and moderate-income (LMI) customers including higher operating costs for electric vs. natural gas, including the need for incentives and financing for these customers.
- Education for contractors and consumers, and the need for contractor/installer trainings as a barrier to adoption.

### **NYSERDA and Utility Residential Updates**

Courtney provided an update on current NYSERDA funding opportunities and projects including the Remote Audit Challenge, Pay for Performance RFP, coordinated pilot projects with utilities, and the Heat Pump Pattern book.

Scott Oliver, Program Manager, Energy Affordability and Equity at NYSERDA, presented on the redesign of the LMI Single Family Program, and ongoing efforts to coordinate low- and moderate-income program features like applications and incentives.

Adele Ferranti, Program Manager, NYSERDA Workforce Development, presented on clean energy workforce development and training, including Career Pathway solicitation program goals and targets, and strategies for recruiting qualified staff to the HVAC/Heat Pump industry.

### **New York State Clean Heat Program**

Ray Cotto, Associate Energy Efficiency Program Manager at Central Hudson Gas & Electric, and Wendy MacPherson, Senior Project Manager with NYSERDA's Clean Heating and Cooling team, shared an overview of the New York Clean Heat Program, including a review of the Joint Management Committee (JMC), and JMC Working Groups. The presentation highlighted lessons learned so far in the New York Clean Heat Program, including:

- Customer knowledge of and confidence in heat pumps is low.
- Education will be an important step for increasing adoption of heat pumps.

### **Discussion**

Participants joined in a broad discussion about their projects and ideas for achieving energy efficiency and clean energy goals.

During the discussion, participants shared comments and suggestions, including:

- **Case Studies:** Another participant shared support for case studies in homes across different regions. They added that case studies could show actual installation costs, fuel, and energy implications for electrification and energy efficiency upgrades.

- **EnergyFit NYC Program:** The EnergyFit NYC Program is focused on LMI households in New York City's 1-4 family homes and is currently adding metered savings analysis and social impact investing to their fund.

## Breakout Session 1: Normalizing Heat Pumps, October 7, 2020

### Welcome and Meeting Objectives

- [Slideshow](#) [PDF]

Michael Courtney, Project Manager, NYSERDA Single Family Residential team, reviewed recommendations from recent HVAC contractor roundtable discussions regarding heat pumps, highlighting two recommendations:

- Provide broad marketing and community education – consumers still don't know what heat pumps are and/or don't trust them.
- Win the hearts and minds of service technicians and salespeople.

### Discussion

Participants engaged in a discussion regarding challenges and strategies for normalizing the use of heat pumps, including:

- High operating costs (relative to natural gas) and cost-effectiveness requirements for loans create barriers to heat pump adoption.
- Heat pumps are still perceived as a new technology, which lends to customer wariness. There is a perception that heat pumps will not perform well enough in cold temperatures.
- There is a need to increase contractor buy-in so that they can effectively advocate for heat pump technology.
- Social media and highly visible spokespeople can be used to increase consumer awareness of heat pump technology. Participants discussed recruiting celebrities who had previously shown interest in electrification and energy efficiency topics.
- Attending and presenting at community meetings takes time but leads to success.
- Demonstration projects can show viability of new technology. One participant gave the EnergyStar bus project as an example of a successful demonstration. Participants discussed the potential for demonstrations with hotels or AirBnB locations.
- Word of mouth is a trusted source of information. Local media, including TV and newspapers, is another source of customer information.
- Technicians are a trusted source of information for customers, and visits by technicians are an opportunity to market heat pumps. Technicians should be trained and able to speak effectively about heat pump technology.
- Partnerships are important – between installers and manufacturers, distributors and manufacturers.
- Stacked/package technologies can solve cost-effectiveness challenges, in particular bundling with rooftop solar.

Participants engaged in a discussion to develop a set of actionable ideas to further the group's goals regarding heat pumps. This resulted in the following set of actionable ideas:

- **Ally Network:** Establish an ally network to create partnerships within the heat pump industry.
- **Social Media/Spokesperson:** Develop an outreach campaign including a highly visible spokesperson and/or social media influencers to promote heat pump awareness and adoption.
- **Community Meetings:** Connect with and present at local community meetings to demonstrate and educate about heat pump technology and their benefits.
- **Connect with HeatSmart:** Poll and talk to HeatSmart campaigns about ideas developed during the RMAG breakout discussion to solicit feedback and additional ideas, especially for actions and ideas discussed that are public facing.
- **Experiential Demonstrations:** Consider and develop experiential demonstrations, similar to the EnergyStar bus or the opportunity to experience being in a space heated by a heat pump (like an AirBnB), which can be used to demonstrate heat pump effectiveness.
- **Heat Pump Boot Camp:** Develop an immersive Heat Pump Boot Camp for technicians. The boot camp should be intensive and last for around 6 months, should focus on hands on capabilities, and could result in certifications for participants.
- **Technician Training:** Provide focused trainings for service technicians. These can take the form of short, focused webinars, and could be integrated with existing credentialing needs. Designing and specifying should be areas of focus for the trainings.
- **Testimonials:** Develop and share testimonials from customers and third parties about the use of heat pumps to promote their adoption among other customers.

## Breakout Session 2: Ramping Up to Meet Our Goals, October 8, 2020

### Welcome and Meeting Objectives

- [Slideshow](#) [PDF]

Courtney Moriarta, Director of NYSERDA's Single Family Market-Rate Residential programs, gave a presentation on the challenges of decarbonizing the residential market by mid-century, including achieving a five-fold increase in heat pumps sales, upgrading insulation in more than three million single-family homes, and meeting CLCPA requirements for spending in disadvantaged communities.

### Discussion

- Participants engaged in a broad discussion of the challenges and strategies associated with reaching decarbonization goals in the residential market, including: Large-scale pilot projects can demonstrate technology effectiveness and viability to intermediate customers. One participant discussed their experience with 1000-unit pilot demonstrations. Another participant commented that providing incentives to decarbonize to distributed households would create better word-of-mouth among customers. While pilot projects can be effective, it is important that there is accountability for seeing the projects through to completion.
- Household apathy is a barrier to adoption of energy efficient technologies. Customer education is important, but even knowledgeable customers often make decisions based on cost.

- Technology mandates, carbon or similar taxes, or other policy changes can drive forward energy efficiency goals. Some participants voiced concern that such policy interventions would be the only way to achieve the scale and rate of decarbonization needed.
- Co-benefits of energy efficient technology can help convince customers to upgrade to these technologies. Co-benefits include public health, indoor air quality, comfort, and fewer pests.
- Optimization will be important for scaling up. Consider embodied carbon, cost optimization, and diminishing cost/carbon returns when implementing energy improvements.
- Low-income communities vary across the state and cannot be treated with a broad brush.
- Community ownership and workforce development are important for addressing equitable access to clean energy. The flow of clean energy benefits should be focused so that LMI communities receive these benefits.
- It is important to consider just transitions for fossil fuel workers, and ways to pivot business models that focus on fossil fuels instead towards clean energy.
- It is important to value individuals' time appropriately when working with them, particularly LMI homeowners who may have difficulty taking time out of work. Also, embedding well-paid staff in community organizations can create a trusted source of information for LMI customers.
- Streamlining engagement and expanding partnerships across affordable housing can improve NYSERDA interactions with LMI customers.
- Incentives are important for achieving equitable access to clean energy. One participant suggested paying households for the value to the state created by decarbonizing their homes.

Participants engaged in a discussion to develop a set of actionable ideas to further the group's goals for ramping up decarbonization in the residential market. This resulted in the following actionable ideas:

- **Accountability Group:** Develop a Working Group aimed at finding accountability for completing utility or state funded pilot projects. The group will brainstorm barriers that exist for seeing projects through and look for ways to overcome these barriers.
- **Community Partners:** Partner with local community organizations and NGOs to educate and promote energy efficiency adoption.
- **Connect on Policy Goals:** Interested RMAG stakeholders can collaborate to work towards influencing regulatory and statutory policies. Organizations like the Building Performance Association can help facilitate these connections.
- **Engagement Playbook:** Map out types or categories of low-income or otherwise disadvantaged customers across the state including regional variation, considering ways communities vary. Build a playbook of methods to work with and engage the various groups that is not one-size-fits-all.
- **Intermediate Customer Partnerships:** Look for ways to partner with intermediate customers (e.g. utilities or other interested parties) to work to close the energy efficiency gap.
- **Large-Scale Pilot:** Develop large-scale pilot idea demonstrating stacked energy efficiency (e.g. weatherization + heat pump + solar), electrification, and renewable generation projects in collaboration with industry partners.
- **Non-Traditional Partners:** Look for non-traditional partners to help promote decarbonization and adoption of energy efficiency technology, this can include public health partners who can promote the health benefits of energy efficient homes.
- **Soft Costs Group:** Develop a Working Group to develop methods to reduce soft costs associated with traditional home performance projects to support scaling up to meet energy efficiency goals.

- **Workforce Development Forum:** Create a forum for exchange of ideas on workforce development, particularly among low-income and disadvantaged populations.

### Breakout Session 3: The New Normal, October 9, 2020

#### Welcome and Meeting Objectives

- [Slideshow](#) [PDF]

Laura Geel, Program Manager with NYSERDA's Single Family Residential team, gave a presentation on adjusting to meet the new normal brought on by the Covid-19 pandemic. She encouraged innovation and teamwork, and explored several case studies of businesses adjusting to more remote activities.

#### Discussion

- Participants engaged in a broad discussion regarding challenges and strategies associated with adjusting to the new normal brought on by the Covid-19 pandemic, including:
  - Virtual engagement offers new benefits and challenges.
  - Participants discussed increased efficiency associated with virtual meetings, and the potential to be overwhelmed by the number of virtual meetings and conferences.
  - Virtual auditing software offers an opportunity for remote engagement, but in-person audits can be more effective.
- There are opportunities to adopt new customer engagement and sales software and utilize social media. One participant suggested offering professional development opportunities for individuals with lower comfort levels using new technology.
- Peer-to-peer groups are valuable for idea and information sharing. Groups composed of non-competitors allow members to discuss ideas more freely.
- Supply chain resilience and equipment availability presents a challenge. Participants discussed the risks associated with stockpiling equipment and recent difficulty with equipment shortages.
- There is a need to improve contractor buying power and help them source differently.
- Customers have been receptive to remote sales and interactions. One participant discussed using branded face masks and caps to give technicians recognizability and increase customer comfort during in-person interactions.
- Consideration must be given to hard-to-reach populations with limited to no online presence.
- Employees are facing considerable stresses; employers can consider ways to offer assistance.
- Finding and recruiting qualified staff is a persistent challenge. Participants discussed mixed successes with virtual training, and the need for frequent touchpoints with trainees.
- Interactions between firms and crews with different Covid protocols have become challenging. Projects that border Covid hotspots, and increased worker compensation costs have also created challenges.

Participants engaged in a discussion to develop a set of actionable ideas to further the group's goals for adjusting to the new normal. This resulted in the following actionable ideas:

- **Buying Group:** Develop a buying group to improve buying power and supply chain resiliency among regional groups.
- **Customer Engagement Forum:** Create a centralized, moderated online forum for idea exchange on customer engagement in the New Normal.
- **Inter-changeable Components:** Work towards standards inter-changeable components of clean heating equipment.
- **Lower-Touch Engagement:** Look into methods for lower-touch engagement and diagnostic tools that can be used to connect with hard-to-reach customers who have low or no online presence.
- **Low-Touch Forum:** Create a forum for smaller providers to discuss ideas for remote and low-touch customer engagement.
- **New Normal Language:** Revisit language used internally and with customers to help normalize new, post-Covid auditing protocols and practices. Consider scripting and role-playing customer interactions to help develop new language.
- **Online Pop-Ups:** Research past online pop-up events, including those from other industries and consider ways to apply those to RMAG customer engagement goals.
- **Peer-to-Peer Groups:** Set up peer-to-peer contractor groups (similar to ACCA’s “mix groups”) with non-competing contractors to share ideas and practices for tackling the New Normal.
- **Post-Installation Monitoring:** Consider a pilot program for real-time monitoring of equipment performance to determine auditing opportunities beyond the traditional one, time up front approach.
- **Research Regional Groups:** Research and familiarize with successes around the country on building networks and regional groups to see how those experiences might apply to RMAG goals.
- **Supply Chain Resiliency:** Develop a roadmap for ways to develop supply chain resiliency and avoid pitfalls like equipment shortages that are occurring now.
- **Talent Pool:** Develop pools of trained technicians contractors can recruit from, to help counter staffing shortages.

## Closing Session, October 16, 2020

### Welcome and Update Charter and Objectives

- [Slideshow](#) [PDF]

Courtney Moriarta, Director of NYSERDA’s Single Family Market-Rate Residential programs, reviewed the RMAG Mission Statement and suggested edits (shown in blue), then solicited feedback from participants.

- > To bring together residential market actors to envision the next generation of residential efficiency solutions and to facilitate development of offerings that spur market growth, deliver customer value and enable achievement of New York State’s energy policy goals.

#### Feedback:

- Several participants supported the suggested changes to the Mission Statement.
- One participant objected to the removal of “NYSERDA” from the text of the Mission Statement and suggested that the RMAG should continue to advise NYSERDA.

- Participants suggested adding language to the Mission Statement on a number of topics, including CLCPA goals, fuel poverty, and climate and carbon reduction goals. One participant suggested adding these text additions to the RMAG Vision Statement.
  - One participant suggested replacing “spur” in the Mission Statement with “increase,” “promote,” or “stimulate.”
- > Courtney reviewed the RMAG Objectives and suggested edits (shown in blue), then solicited feedback from the group. Maintain market awareness of public policy driving investments in energy efficiency and clean energy in the residential market.
  - > Share information on current and planned activities to achieve those policy objectives
  - > Discuss opportunities and challenges associated with wide-scale deployment of energy efficiency and clean energy services for the residential sector
  - > Help guide the direction of the market’s ~~NYSERDA’s~~ existing and future solutions
  - > **Make connections and develop collaborations among participants to meet mutual objectives**

Feedback:

- Multiple participants supported the suggested changes to the RMAG Objectives and the focus on inclusive and collaborative language,
- One participant suggested adding text to include collaboration with relevant state agencies as well.

This discussion will be continued at the next RMAG meeting to try to reach agreement on a working charter for the RMAG.

**RMAG Breakout Sessions: Key Themes**

Courtney reviewed some of the key themes identified during breakout sessions. Several of the discussion topics led NYSERDA to bring two guest speakers to the closing session:

- Co-benefits of energy efficient technology can help convince customers – public health, air quality, comfort, pests.
- High operating costs create barriers to heat pump adoption – current gas/electric price signals are incompatible with policy objectives
- Technology mandates, carbon or similar taxes, or other policy changes can drive forward energy efficiency goals.

**Presentations**

*Opportunities for Funding Energy-Plus-Health Interventions within New York State Medicaid’s Value-Based Payment Framework.*

Mishel Filisha, Project Manager with NYSERDA’s Energy Affordability and Equity team, shared a presentation on New York State Medicaid’s Value-Based Payment Framework, and the Healthy Homes Value-Based Payment Pilot Program.

*Overview of Recent BPA Energy Efficiency Policy Initiatives*

Joe Cullen, Director of Policy and State Outreach for the Building Performance Association (BPA), shared a presentation on BPA's recent policy initiatives and the opportunity for interested stakeholders to participate in BPA's policy advocacy efforts. He reviewed BPA's role working on state policies, BPA's support for energy efficiency policies, and responses to the Covid-19 pandemic, including safety trainings and defense of energy efficiency spending in the face of budget cuts.

### **Review of Actionable Ideas**

It was discussed that working groups would be led by at least two champions to drive the group forward. Working groups should also develop a charter to establish the group's scope, objectives, and timeline, and be expected to check-in periodically with NYSERDA and deliver progress reports to the broader RMAG group.

There was a prioritization exercise and discussion to identify top priorities from the actionable ideas developed during each of the three breakout sessions. The full results from these exercises are included in the Appendix, and the results and discussion are summarized below:

#### *The Future of Heat Pumps*

- Trainings for Service Technicians, Experiential Demonstrations, and Testimonials from Customers were identified as the top priority actionable ideas.
- A representative from BPCA commented that BPCA had recently discussed developing technician trainings and is considering taking on the role of champion for the Trainings for Service Technicians actionable idea. A representative from the Association for Energy Affordability (AEA) commented that AEA is also working on workforce development trainings and would be interested in working with BPCA on Trainings for Service Technicians.
- A participant commented that a combination of manufacturer and NYSERDA representatives should work with service technicians and train them on the importance and benefits of heat pumps. The participant suggested providing technicians with low- or no-cost heat pump systems to encourage them to promote heat pump technology.
- Representatives from BPA and an HVAC company volunteered to champion workforce development and heat pump goals.
- Multiple participants commented on the need for training technicians on proper system design, installation, and commissioning. One participant noted the differing needs for training entry level and experienced technicians.
- A participant commented that there is a need to look at issues that occur with existing duct work when converting a house to a heat pump system, and that most homes do not have duct capacity for a properly sized heat pump.
- A participant commented that entry level and experienced trainings had differing needs. He noted that focused trainings for specific differences in building needs for heat pumps compared with traditional AC systems. He also volunteered on behalf of his HVAC company to be a champion for actionable ideas related to heat pumps.
- A participant commented that NYSERDA currently has a PEER Growth Group program which uses <https://www.brazengrowthgroups.com> as a tool for peer networking.

#### *Ramping Up to Meet Our Goals*

- The Large-Scale Pilot idea was the highest priority among the list of actionable ideas for Ramping Up to Meet Our Goals. A Workforce Development Forum and partnering with Non-Traditional Partners were also identified as high-priority items.
- A participant commented on the connection between the Large-Scale Pilot and Customer Testimonial actionable ideas, and suggested reframing Customer Testimonials as case studies. The participant expressed that BPCA could help to frame pilot programs and case studies, and NYSERDA and utilities could work with BPCA to add credibility to these programs. The participant also mentioned that Daikin funded a 10-unit heat pump pilot in New York City
- A participant commented that a workforce development forum should include sister state agencies as well as vocational/technical colleges. She asked whether the breakout sessions delved into the use of codes and standards and how that related to goals for scaling up.

#### *The New Normal*

- Post-Installation Data, Pools of Trained Contractors, and Research Network-Building Successes were identified as the highest priority actionable ideas.
- A NYSERDA representative noted that none of the actionable ideas that had been identified during the breakout sessions would be removed as a result of the prioritization exercises, and that any could move forward with volunteers to champion them.

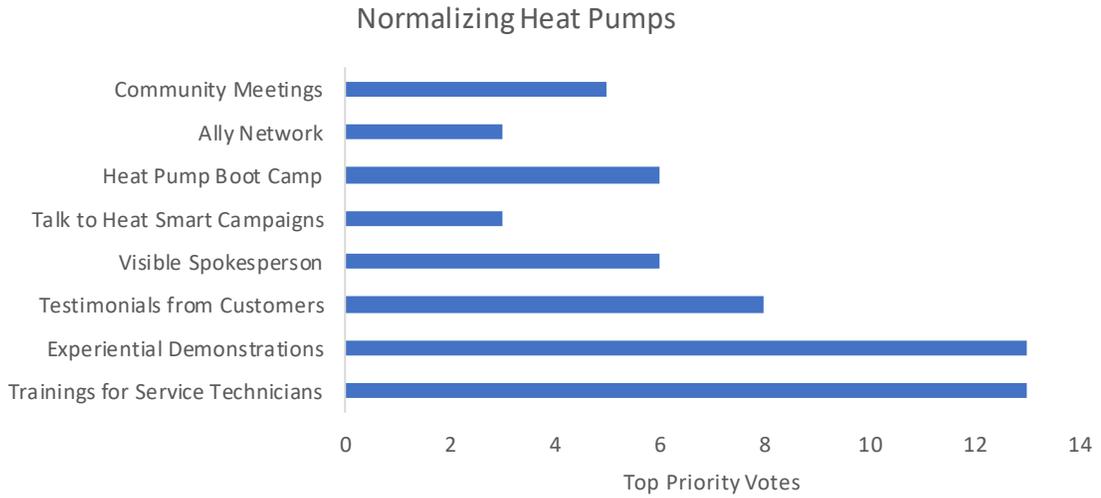
#### **Next Steps**

Courtney reviewed next steps for the RMAG, which include:

- NYSERDA will continue to develop RMAG communication channels and engage with utilities.
- NYSERDA will share with the group activities that are planned or underway that are relevant to the actionable ideas discussed.
- Participants are encouraged to contact [resmarket@nyserda.ny.gov](mailto:resmarket@nyserda.ny.gov) to share additional ideas, or volunteer to be involved with the actionable ideas discussed. NYSERDA will continue to identify champions to move actionable ideas forward.

## Appendix A - Closing Session Prioritization Exercise Results

Participants were asked to identify the top priorities from each of the breakout sessions. The results are shown below.



## The New Normal

