

Residential Market Advisory Group (RMAG) October 2 – 16, 2020 Webinar Series Executive Summary

From October 2-16, 2020, the New York State Energy Research and Development Authority (NYSERDA) hosted a series of five virtual meetings of the Residential Market Advisory Group (RMAG). The Opening Session provided an overview of RMAG progress to date and trajectory forward. The RMAG then participated in three facilitated Breakout Sessions focusing on *Normalizing the Use of Heat Pumps*; *Ramping Up to Meet Our Energy and Equity Goals*; and, *Adjusting to the “New Normal” in Business*. During the Breakout Sessions, the group developed a set of actionable ideas related to each session’s topic. The series ended with a Closing Session which reviewed items from the Breakout Sessions, prioritized them, and explored next steps for RMAG members.

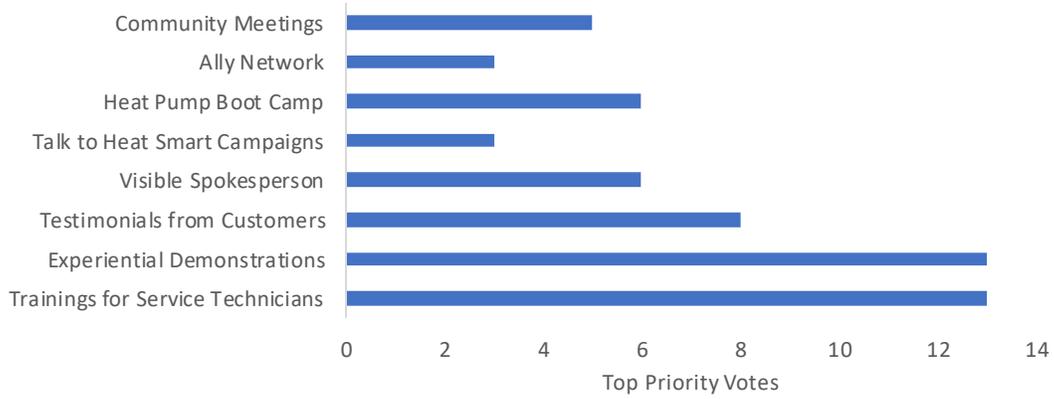
Objectives

- 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.
- Discuss planning and coordination for ongoing Work Group activities.

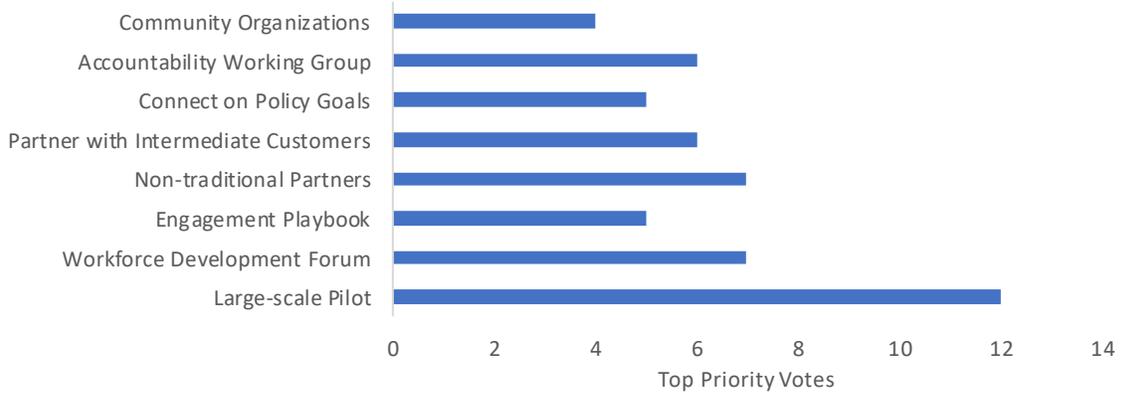
Outcomes

Throughout the meeting series, RMAG participants discussed ways to meet a variety of challenges associated with driving forward clean energy goals. They developed a set of actionable ideas that can potentially be advanced by a combination of RMAG members and NYSERDA representatives, including actions related to workforce development, energy equity, customer engagement, and peer-to-peer groups. The charts below reflect the voting on prioritization of each actionable idea as voted on by the attendees of the closing session.

Normalizing Heat Pumps



Ramping Up to Meet Our Goals



The New Normal



Several participants volunteered to act as champions who will take the lead on workforce development actions.

Participants also considered updates to the RMAG objectives and mission statement which were aimed at improving collaboration and broadening partnerships.

RMAG Activities and Next Steps

- **Working Groups:** RMAG members will work collaboratively with NYSERDA to identify champions and develop Working Groups that will advance the actionable ideas the group developed throughout the meeting series. Working Groups will establish their own scope, objectives, and timeline, and will report back regularly to the broader RMAG.
- **Quarterly RMAG Meetings:** The RMAG will meet quarterly to discuss the group's activities and progress towards advancing New York State's energy goals.
- **Continuing the Conversation:** Members will continue to develop ideas and actions following the meetings series. NYSERDA will share with the group its existing and planned work related to the actionable ideas the group developed.
- **Information Sharing:** RMAG members are encouraged to make connections and share information with each other outside of formal RMAG activities. NYSERDA will be available to help facilitate these connections.

If you are interested in learning more about the RMAG and its activities, please email NYSERDA at resmarket@nyserda.ny.gov.