

**Energy Innovation Task Force (EITF) Meeting Notes**  
**August 12, 2016**  
**10:00am-12:00pm**

**Members in Attendance:** Julie Mayfield, Brownie Newman, Jason Walls, Toby Weas, Ed Katz, Sonia Marcus, George Jones, Sam Ruark, Dave Hollister

Members introduced themselves. The audience also introduced themselves and organizations they represent.

Jason Walls gave two presentations to the group. The first presentation outlined the Duke Energy utility business model and its alignment with the Energy Innovation Task Force. The presentation looked at how the company makes rates, generates revenue, and its incentive to look into energy efficiency. Mr. Walls also described how the company looks at investments in energy efficiency and demand side management. In North Carolina, Duke Energy is allowed to earn a certain amount of return on profit. Mr. Walls explained the formula for how the company makes money, followed by a graphic showing impacts of the operations of the business and the value created from it. Members discussed the return rates and the regulatory environment. Members also discussed how to influence and create change and agreed that the conversation and understanding of the Duke Energy business model is ongoing.

The second presentation provided examples of Duke Energy's demand side management and energy efficiency programs. Mr. Walls focused on residential programs such as rebates, lightbulbs, and the house call program. Members discussed using the house call program as a gateway to coordinate with other programs. Members inquired about the impact and effectiveness of the programs and asked that there be a future time to discuss commercial and industrial as well.

Members moved into providing updates about the workgroup meetings.

Mr. Sam Ruark provided an update about the Programs Workgroup noting that the first meeting had good participation. The meeting focused on setting the context and goals for the group. The group is also looking at successful programs and the objectives that came out of the Rocky Mountain Institute work. It was decided that as a group, more education is needed and therefore a Duke Energy representative will attend the next meeting.

Mr. Robert Sipes provided an update about the Technology Workgroup's first meeting in July. Members wanted to know more about Duke Energy's commitments. Representatives from Duke Energy attended the second meeting in August to share more detail. The group discussed education needs of the members, the group's relationship with community outreach, and how lack of education hinders people's ability to make choices. The workgroup asked to be a part of the Community Engagement Workgroup's survey. Members asked that the Technology Workgroup inform all EITF members of information gathered.

Mr. Jason Walls provided an update about the Community Engagement Workgroup. The group discussed the need to brand the efforts of the EITF and will be reaching out to Mountain True about branding work that they have done previously. The group is also working to have a tool available to

gauge the community, their expectation, and what they would like from the program. The group also plans to develop a presentation for events to discuss EITF's work.

Mr. Brownie Newman provided an update to members about the Peak Reduction Workgroup. The group looked at what questions they will need to address, how to track and develop metrics, and identified goals.

**PUBLIC COMMENT:**

Mr. Rick Clemenzi discussed forming a group about PACE.

Mr. Brad Rouse discussed an initiative for installing energy efficiency in low income homes.

Mr. Ned Doyle encourage that initiative and noted that Asheville is a good place to do a pilot.

Ms. Julie Mayfield announced that Paul Szurek is moving to Denver and discussed the inclusion of groups that are not yet involved and may want to be a part of the Task Force

Mr. George Jones suggested a representative from the Housing Authority.

The meeting ended at 12:01 pm.