

**California Technical Forum (Cal TF)  
Technical Forum (TF) Teleconference Meeting  
Follow-up on Retail Plug Load Portfolio (RPP)  
Incremental Measure Cost (IMC) Methodology  
Thursday, December 4th, 2014  
11 am – 12 pm PST**

**I. Participants**

**TF Members:**

Martin Vu  
Armen Saiyan  
Pierre Landry  
Bryan Warren  
Bruce Harley  
Spencer Lipp  
Srinivas Katapamula  
Sherry Hu  
Steven Long  
Tom Eckhart  
Brandon Tinianov

**Non-Members:**

Jenny Roecks, Cal TF Staff  
Brian Smith, PG&E  
Teddy Kisch, Energy Solutions  
Todd Malinick, EMI  
Rick Ridge, Rick Ridge and Associates  
Martha Garcia, SCG  
Peter Ford, SDG&E

## **II. Key Action Items and Decisions**

### **RPP IMC Methodology**

Decisions: TF approves webcrawler methodology from abstract for Incremental Measure Cost (IMC) development in a workpaper by PG&E.

## **III. Discussion on Proposed Webcrawler Methodology for RPP IMC**

### **PowerPoint Presentation**

Discussion during presentation:

Pierre Landry—Was there a report?

Teddy Kisch—There was an ACEEE report, which we've sent to the Cal TF.

- ACT: Jenny to post ACEEE papers to website.

Teddy Kisch—Webcrawling could be done from an IP address in a region where there is no program offering and compared to CA to see if there's a difference. As for legal risks, the PG&E lawyer said she didn't see a major risk (everything has risks) with scraping information off of website. If the retailer has an API, they are actively giving permission. If they don't have API, you do screen scraping, and we would need to look at online user agreement terms to see if they explicitly state that you cannot do webcrawling on that site. Additionally, cost data would be aggregated to avoid exposing individual retailer information.

Pierre Landry—Are any of the retailers interested in this data collection and analysis?

Teddy Kisch—I think retailers and manufacturers are both interested. I think this really changes how programs are run. RPP is taking a new approach for incentivizing a group of products, which requires a refined understanding of the relationship between efficiency and cost, and other factors that influence customer decisions and cost.

Pierre Landry—Price is just one part of it, they would also be interested in sales and how point of purchase displays that may affect sales. I'm sure there's other things they would be interested in as well.