Minutes for CALMAC Website Committee Conference Call

Wednesday, October 2, 2019, 2:00 PM PDT

**Attendees**:

Brian Smith – PG&E

Cynthia Rogers – CEC

Reggie Wilkins – SCE

Tim Caulfield – Caulfield Consulting (Website Administrator)

**Absent:**

SDG&E – No current member

Mona Dzvova – CPUC

Grant Aguinaldo – SoCalGas (has accepted a new position)

##### Executive Summary

The CALMAC Website Committee held a rescheduled conference call to discuss the potential revamp of the CALMAC website. The decision was made to go ahead with a remodel of the existing site rather than a complete development of a new website. The next conference call will be on November 13, 2019 at 2:00 PM PDT.

**Minutes of Conference Call –** The purpose this conference call was to discuss the potential revamp of the CALMAC website.

The committee discussed the memo written by Caulfield Consulting entitled Potential Approaches for Updating CALMAC. All committee members on the call agreed that the best approach was to remodel the existing site along the lines spelled out in the memo, and that a complete bottom up redesign of the site was not justified, either in terms of user needs or cost.

PG&E also mention that they would like to see and Automated Programming Interface (API) for the weather data included in the remodel.

PG&E currently has an active purchase order for this project with approximately $46,000 remaining that could potentially be used for funding this work.

Brian Smith of PG&E, the project manager for this work, will discuss this decision with Mona Dzvova of the CPUC/ED, and with staff at SCG and SDG&E to be sure they are on board with the decision before we move ahead.

Once given the go ahead, Caulfield Consulting and Third Strand will create an off-line clone of the current site where the updates will occur. The site will tested by Caulfield Consulting and Third Strand, and when it is ready a link to the site will be sent out for committee members to test and stress the site. Once that is complete, the site will be made live in place of the current site. Caulfield Consulting estimated a timeline of three to four months from start to finish. This time estimate will be refined in conjunction with Third Strand.

The conference call was ended approximately 2:30 PM PST. The next call is scheduled for November 13th at 2 PM PDT.

Date: August 15, 2019

To: CALMAC Website Committee

Fr: Tim Caulfield, CALMAC Website Administrator

Re: Potential Approaches for Updating CALMAC.org

**Summary**: During the July 10, 2019 CALMAC Website Committee conference call, it was agreed that the CALMAC Website Administrator would develop suggestions for updating the look and feel of the CALMAC Website for Website Committee review. The comments from the members of the committee present were that the website is currently too wordy, some content is out of date, and the website could benefit from a more modern approach. This document presents two approaches to updating CALMAC.org. The first approach dramatically reduces wording, removes pages that are no longer needed and moves the descriptions of CALMAC as an organization to secondary pages. At the same time the website would be updated so the format would respond to the type of device being used (e.g., cell phone, tablet, laptop or full screen computer) when CALMAC.org is accessed. The second approach would be a more comprehensive project of completely revamping the website.

**Initial Assessment**: As a first step to assessing the approach to take in updating the website, the CALMAC Website Administrator (Tim Caulfield) did a complete review of all of the pages and functions available on the current website. The following observations were made:

* The home page is indeed very wordy by modern website standards. This Home page was developed by the Website Committee when the current website was developed in 2001. Much of the information about CALMAC that is presented on the Home page is now dated and could easily be either removed or put on a “history” page or pages.
* Many of the functions presented on the Home page are no longer relevant to the primary function of the website (i.e., as a host for the Searchable Database).
* Many of the pages/information accessible through the pop-out menus on the upper left of the Home page could be moved to less prominent positions on the website.
* Users could benefit from having the website updated to respond to the type of device accessing the site (e.g., cell phone, tablet, laptop or full screen computer).
* The look of the website could be refreshed or updated to indicate that the site is being actively managed. A simple change in background color or picture would alert users that the site has been updated. (It should be noted that when the site was originally designed extensive effort was put into trying to come up with images that represented energy conservation/efficiency. The best we could do at the time was the picture of the tower currently on the site.)

In addition to reviewing the site content, the Website Committee asked about the need for the EM&V Contacts and EM&V Contractor pages. As an initial assessment of these pages, a report was downloaded of the number of contacts on all pages during the prior 12 months (July 1, 2018 through June 30, 2019). Table 1 below displays the results for the 12 highest use pages, plus the DR Toolkit page. Third Strand estimates that a minimum of 10% of the page views are due to bots and spiders, but that value will change by web page.



Definitions:

*Pageview* – A pageview is defined as a view of a page on your site that is being tracked by the Google Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

*Unique Pageview* – A unique pageview aggregates pageviews that are generated by the same user during the same session. Simply put, unique pageviews combine the pageviews that are from the same person (a user in Google Analytics), on the same page, in the same session, and just count them as one.

Even though the usage of the EM&V Contacts and EM&V Contractor pages are relatively low, that doesn’t mean that it isn’t desirable to keep them. Low usage could be because the content is out of date that use of the pages is low. The more important criteria is whether the California EM&V community wants and needs the information in these pages. The best indicator of the need is probably the whether the evaluation professionals in the utilities and the California Public Utilities Commission (CPUC) find them useful. They will be polled on this question as we move forward with this assessment.

**Suggested Approaches**: There are essentially two approaches to updating CALMAC.org, modifying the existing information, and complete overhaul.

The modification approach involves updating the information and changing the setup of the site so the appearance of the webpage adjusts to type of device accessing the site. There are, obviously many degrees of this approach.

The complete overhaul would involve to totally reassess the basic desires for the website and starting from scratch to design a new website.

**Modification Approach**: Applying the modification approach to CALMAC.org would involve taking the observations of the initial review above and modifying the site to correct the identified issues. The following recommendations are made to declutter the Home page and remove or move dated material.

* Remove the CALMAC and CADMAC tabs in the upper left menu and place the contents under a new tab labeled “History”. Create CALMAC Info and CADMAC Info tabs under the History tab.
* Move all the information on the Home page about the CALMAC organization and combine it with the information on CADMAC history to create a CALMAC/CADMAC History page. Place the page under the History tab.
* Move the EE and DR Toolkit pages under the History/CALMAC Info tab, modifying the lead in text to reflect the history. No new content has been added to either of the tools pages since 2013.
* Move the CADMAC Protocols, Information Filings and Verification pages under the History/CADMAC Info tab.
* Move the CALMAC Agenda’s and Minutes page to under the History/CALMAC Info tab.
* Reinstate the MAESTRO page and place it under the History/CALMAC Info tab. Clean up the MAESTRO page and links.
* Promote the Weather Data sub menu under Toolkit to a primary menu position, reflecting that it is current information.
* Move the FAQs to the History/CALMAC Info tab and relabel as CALMAC FAQs.
* Modify the current Links, FAQs and Sitemap tab to read Links and Sitemap.
* Remove the scrolling announcement function from the Home page completely.
* Remove the link to sign up for the Announcement Listserv from the lower left of the Home page. Put a hot link to the Announcement Listserv right in the text on the new Home page.
* Administration page:
  + Remove Nontechnical Overview bullet. This hasn’t been used for many years. (One might question whether we remove it as a field in the retrievals from the Searchable Database. Very few reports ever had a Nontechnical Overview submitted. It was a concept that just never took hold.)
  + Remove the Submit a Tool button. Hasn’t been used in 6 years.
  + Depending on the outcome of current discussions on whether to keep EM&V Contractor and EM&V Contact pages, potentially remove Submit or Update EM&V Contractor Info button and Changes of Contact Information button.
  + Update all text on the Administration page.

This approach would also include making the way the website appears sensitive to the device being used to access the site.

The resulting site map for the Website can then be represented as follows:

* New Publications
* Searchable Database
* Weather Data
* History
  + CALMAC/CADMAC History
  + CALMAC Info
    - CALMAC Agendas and Minutes
    - CALMAC Energy Efficiency Toolkit
    - CALMAC Demand Response Toolkit
    - CALMAC FAQs
    - CALMAC MAESTRO
  + CADMAC Info
    - CADMAC Protocols,
    - CADMAC Information Filings
    - CADMAC Verification
* Links and Site Map
* EM&V Contacts and Contractors (depending on decision on keeping these)
* Administration

The first cut at the modified home page and the CALMAC/CADMAC History pages are presented in Figure 1.

A cost estimate the word described above (+ or – 10%) is presented below:

|  |  |  |
| --- | --- | --- |
| **Item** | **Caulfield Consulting** | **Third Strand** |
| Redo Content | $3000 | $2,500 |
| Modify Format of Site | $600 | $18,000 |
| Total by Firm | $3,600 | $20,500$ |
| Total | $24,100 | |

As can be seen, the vast majority of the costs are expected to be in the reprogramming of the website pages to address the new content and page/device adjustability.

**Complete Overhaul**: This approach would involve all of the steps described above, but would start from the beginning on redesigning the site, the look of the site, and all of the content of the site. This would involve a commitment from the Website Committee to spend time developing the redesign criteria.

The costs for this approach cannot be assessed at this point. It is highly dependent on the input criteria for the new site.

**Figure 1**

**Welcome to  
CALifornia Measurement Advisory Council (CALMAC)**

California has long been a leader in fielding energy efficiency, demand side management and self-generation programs, helping rank the state among the lowest in per capita energy use in the United States. These programs have been thoroughly evaluated and their reports offer an extensive body of useful and important knowledge that can benefit anyone - in both the public and private sectors - who is interested in the efficient use of energy, effective demand response or appropriate self-generation.

**Find the information you need! (Note: all will be hotlinks)**

* **New Publications** – The New Publications page presents the titles and abstracts for reports posted the CALMAC Searchable database during the last 90 days.
* **Searchable Database** - More than 1,300 MA&E research reports dating from 1990 can be found in our Searchable Database. Downloadable report files are available for evaluations of programs fielded since 1994.
* **Weather Data** – The Weather Data tab supplies standardized weather files needed by evaluators for many projects.
* **Post a Report** - If you wish to post a publication to the searchable database, please go to the CALMAC Administration.

**Receive e-mail updates on reports posted to CALMAC Searchable Database!**

Sign up for our listserv by simply clicking here (Announcement Listserv). The purpose of this listserv is to announce new publications posted to the Searchable Database.

REMOVE SCROLLING ANNOUNCEMENT (HERE AND ADMIN TOOLS PAGE)

REMOVE LISTSERV BUTTON FROM LOWER LEFT OF PAGE AND ACTIVEATE LINK ABOVE.

**CADMAC/CALMAC History**

CAlifornia DSM Measurement Advisory Committee (CADMAC) was the predecessor to CALMAC. It covered MA&E on programs conducted under the " PROTOCOLS AND PROCEDURES FOR THE VERIFICATION OF COSTS, BENEFITS, AND SHAREHOLDER EARNINGS FROM DEMAND-SIDE MANAGEMENT PROGRAMS" (Protocols). Programs evaluated under the Protocols generally were fielded during 1994 through 1997, but evaluations of those programs (and carryover applications) continued to occur through 2007.

CADMAC Statement of Purpose: To provide a forum for presentations, discussions, and review of Demand Side Management (DSM) program measurement studies underway or completed, to coordinate the development and implementation of measurement studies common to all or most of the utilities, and to facilitate the development of effective, state-of-the-art protocols for measuring and evaluating the impacts of DSM programs.

From 1998 through approximately 2005, CALifornia Measurement Advisory Committee (CALMAC) provided a forum for the development, implementation, presentation, discussion, and review of regional and statewide market assessment and evaluation (MA&E) studies for California energy efficiency and demand programs conducted using Public Goods Charge funds. In the process of carrying out this mission, CALMAC coordinated and facilitated the dissemination and presentation of completed MA&E studies to stakeholders, policy makers and the general public. CALMAC met on a relatively regular basis through 2007, and on an as needed basis until 2009. In 2009 the group became inactive as its role was replaced by other industry bodies.

Under CALMAC Info the CALMAC minutes and presentations for the period that it operated, along with Energy Efficiency and Demand Response Toolkit pages that supplied the key documents needed by evaluators through 2013. Under CALMAC Info you can also learn about CALMAC's committee on Market Assessment and Evaluation Statewide Team of Research Organizations (MAESTRO) which operated during that period. By going to the Links page you can find information on CALMAC, its members.

Since CALMAC stopped meeting in 2009, the only subcommittee to continue operating is the CALMAC Website committee. It maintains this site. Its main function is making available current information on evaluations conducted in California. This information can be found on the New Publications Page and through the Searchable Database.