Charting the Demand Side Energy Transition

SEEA Annual Member Meeting

From Vision to Velocity · June 1–4, 2026 · Reston, VA

Welcome to the Working Session

On June 2–4, 2026, **60** SE leaders and SEEA members from utilities, implementers, manufacturers, service providers, state energy offices and other partners gathered in Reston, Virginia for SEEA's Annual Member Meeting. They came not for a conference, but for a working session and two and a half days to shape a shared regional future and answer one question:

> ***"How does this network help the energy transition happen well, and for the benefit of all in this region?"***

The Three-Day Arc

The meeting gave participants the time and framework to raise the topics that mattered most and move from naming problems to driving action. It followed a divergent-to-convergent arc: opening with open-ended questions to generate ideas, then shifting toward specifying, prioritizing, and planning a select few.

Day 1
Charting the Energy Transition
Build shared context, surface perspectives, and name where the "north stars" might be.

Day 2
From Naming to Making
Move from naming challenges to forming collaborative projects.

Day 3
Momentum
Decide what each of us is willing to do — alone and together.

Headlines from the Future & Direction Setting Day 1 Morning · June 2, 2026

Executive Summary

The meeting opened by doing two things at once: imagining the future SEEA members are actually working toward, and setting direction by discussing goals and outcomes worth chasing together. By the end of the morning the room had converged on two primary topic areas to carry forward for deeper work:

1. **Workforce and contractor capacity** — building and sustaining the trade ally network and demand-side workforce that turns program design into actual installs.
2. **A regional narrative shift** — so that demand-side resources are routinely referenced alongside supply-side options in utility integrated resource plans and legislative testimony.

Two signals drove that choice. First, weatherization by far pulled the most energy of any goal on the wall, across every stakeholder type. Second, the workforce and contractor network goals drew heavily from implementers, while standardization and “regional voice” goals drew a more mixed crowd. Notably, members didn’t crown the highest dot-getters as the goals to advance; they picked the two conditions that unlock every outcome goal: people who can do the work, and DSRs earning a seat at the regional planning table.

This was further fueled by the tensions that ran through every table: outcomes and goals (homes weatherized, jobs created, megawatts dispatched) versus the enabling conditions (contractors, credibility, a shared regional story) that make those outcomes possible. The menu started as twenty AI-generated options, but the dots, the headlines, and the table conversations are the membership and the market, naming where the real desire and the real friction live.

1 A Region That Leads Transition

The Southeast is recognized nationally as a model for a well-managed, equitable energy transition.

2 Customers and Communities at the Center

Affordability, access, and benefit for residential, LMI, commercial, and industrial customers alike.

3 A Modernized, Flexible Grid

DSRs, storage, and coordinating technologies woven into how the region plans and operates — the “second loop” at scale.

4 A Network That Moves Together

Collaboration over competition — utilities, implementers, and manufacturers solving what none could alone.

5 A Future-Ready Energy Workforce

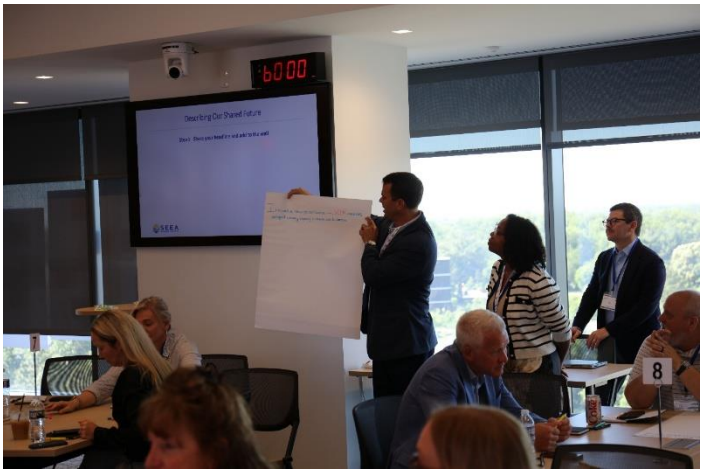
Skills, training pipelines, and next-generation talent keeping pace with demand.

Headlines from the Future

Nine small groups got together to dialogue and answer:

- When has our work on DSRs in this region been at its best?
- What made those moments possible?
- What do all our moments have in common?
- What does that tell us about what SEEA members could uniquely enable that no single organization could do alone?

From these headlines from the future were created.



The rallying cries

Innovative new power source — SEEA unleashes untapped energy capacity in homes and businesses

Mobilizing Flexible Resources for a More Reliable Southeast

Delivering Sustainable Energy Solutions Amidst Booming Population & Load Growth

The “we do this together” headlines

Southeast pulls together to develop a common framework to demonstrate & increase confidence in the specific value of DSRs

Together we can transcend — break boundaries, re-invent through Collaboration, Workforce, and Community

Southeast Energy Solutions: coordinates regional playbooks & local DSR governance — through cooperation, education, best practices

The warnings & the wit

Southeast: Are you ready for the hurricane?

Business as usual does NOT cut it anymore — must take the path of least resistance going forward

Maverickism only works in Top Gun

The region's framing of DSR's is shifting from follower to source — "untapped capacity," "new power source," "transcend." But the urgency framing (hurricane, "business as usual is over") and the playful jab at lone wolf "maverickism" point in the same direction: nobody in the room thinks any single organization pulls this off alone.

Direction Setting: The Dot Vote

Participants voted on a menu of roughly twenty fictional goals to spark thinking on what might be possible, and what the participants thought was important to focus on now. The example goals listed below along with their relative ranking based on participant voting are not intended as actual commitments. Rather, they were used in subsequent conversations to brainstorm concrete actions and programs the membership can start building now.

A sample goal around weatherizing homes by far drew the most attention and did so with the broadest cross-constituency backing of any example goal on the wall. No other goal earned that kind of support from all across the membership in the room.

Behind weatherization, the energy clustered around the enabling approaches, the conditions that make everything else possible. Building the EE workforce and mobilizing took second and third, a clear signal that members see talent and financing as the gates we have to clear together. A tight band followed with interest in multistate DSR procurement, a regional DSR tracking capability, an investment in a stronger regional trade-ally network, and large-load flexibility leadership.

Top Interest (heaviest dot coverage)

Goal	Interest Score	Who showed up
Weatherize & pre-weatherize 750,000 LMI homes across the Southeast by 2036	31	Broad distribution across the membership
Train & credential 25,000 new demand-side energy workers by 2036	16	Primarily utilities and implementers
Mobilize $3 billion in public & private capital for SE demand-side investment by 2036	15	Primarily implementers, SEOs, manufacturers, nonprofits, and other enabling organizations
Create a multi-state DSR procurement framework for joint demand-side capacity	14	Broad distribution across the membership
Establish a SE Regional DSR Tracking Standard (consistent reporting by 2028)	14	Primarily utilities
Establish trade ally networks of ≥500 certified contractors per state (HVAC, envelope, controls, EV)	13	Primarily utilities, SEOs, manufacturers, nonprofits, and other enabling organizations
Establish the Southeast as a nationally recognized voice in DSR policy	12	Broad distribution
Achieve 15,000 MW of dispatchable demand-side resources across the 12-state region by 2036	12	Primarily implementers

Where This Landed: The Two Primary Needs

These leading vote-getters became the raw material for the next step where the room converged on the handful of collaborative goals no single organization could reach alone, but that this network can if working together.

1. **Workforce / contractor capacity** — building and maintaining the trade ally network and demand-side workforce that turns program design into actual installs.
2. **Regional narrative shift** — "shift the regional narrative so that demand-side resources are routinely referenced alongside supply-side options in utility integrated resource plans and legislative testimony."

This pairing is the whole story of this section in a nutshell: one goal is an enabling condition (people who can do the work), the other is a legitimacy condition (DSRs getting a seat at the table in system planning). Members didn't pick "weatherize homes even though it drew the most dots. They picked the two things that can help unlock that outcome. The voting showed where the desire is; the narrowing showed where the room thinks the leverage is. It's a perfect example of individual intelligence combining for collective systems thinking.

Voices from the Room

> *"If you have the best designed program, and no contractors to do the work, you don't have a program."*
>
> *"Contractors… are the ones holding the golden ticket to make sure my program succeeds."*
>
> *"If we get labeled as the big, bad government coming in and telling me what to do, it's very hard to push against that. Instead it [could be] I'm telling you how to make your home healthy."*

Participants can interact with the entirety of the small group conversations that led to the prioritized direction, including the ability to chat with the report and underlying data.

Narrowing the Field of Needs →

Our Current Landscape: What's Working, What's Stuck

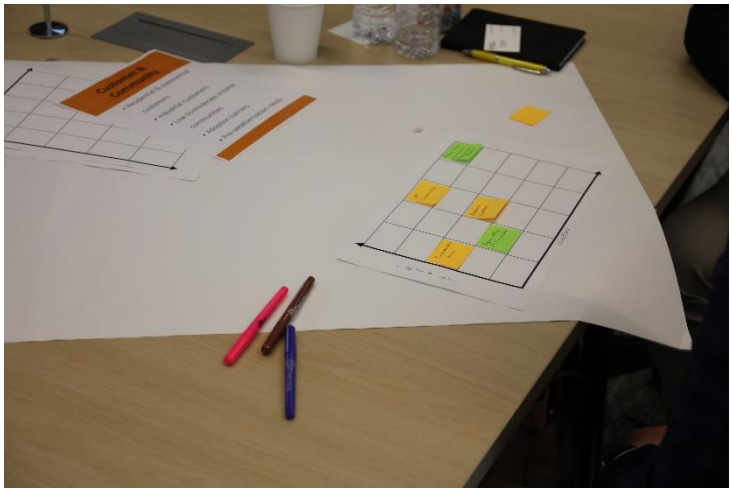
Day 1 Afternoon · June 2, 2026

After naming where the region wants to go, the group got honest about where it stands today. Participants moved through six lenses on the energy transition: Policy & Regulation, Customer & Community, Program & Service Design, Emerging Technology, Workforce & Talent, and Finance & Incentives. At each one they picked the elements most needing attention and placed those on a grid scoring two things: how much difference it could make this year (impact) and how much ownership they and their org could take in advancing it (ownership).

Three things came through:

1. Nothing got written off. Across every grid, the low-impact / low-ownership corner stayed empty. The room treated the entire landscape as consequential — the question was never whether something mattered, but who's positioned to move it.
2. Where impact and ownership overlapped, energy concentrated on what members can build and deliver themselves: program and service design, grid-edge technology, and direct customer engagement.
3. Policy, finance, and workforce registered as high-impact but less ownable. The SEEA network has powerful influence here but not direct control. That gap is a signal, not a weakness: it marks exactly where collective action beats going it alone.

This grid exercise illuminated for the first time the SEEA network's sense of identity. The upper-right, high impact, high ownership area, is the network's build zone: program design, delivery, DSR technology, customer engagement. The upper-left, high impact but low individual ownership area, is the collective-leverage zone: policy, capital, and workforce. These are the impact areas no single member can reach alone, but the region can if it moves together.



This helped the group sort the wide universe of potential action into "what I can build" and "what we can only build together." This sense of purpose teed up the last work session of the day.

Where SEEA Members Are Uniquely Positioned to Lead

Day 1 Afternoon · June 2, 2026

Late in the afternoon, the group took part in three final rounds of discussion and exploration, first imagining the network at its best a decade out, then naming what usually goes unsaid, and finally landing on what this network can do that no single organization can. Each table closed by posting its sharpest challenges and opportunities to the wall.

What surfaced was both aspirational and concrete. Members pictured a Southeast where weatherization and high-efficiency products put real money back in low- and moderate-income households; where the workforce pipeline starts in middle and high school and runs through vocational and two-year programs; where connected devices in homes and businesses participate in demand response; and where demand-side strategy is treated as seriously as supply-side. They named the things usually left unspoken, too: that energy-efficiency cost riders alone won't fund the work, that financing still carries real interest rates for families, that customers distrust even no-cost measures like LED retrofits, and that engagement is hard when transparency feels risky. And they got specific this network's unique role: a regional technical reference manual and shared program-design guidance, a shared market for efficient products that drives down costs, and targeted convening of the people who rarely sit at the same table like utility commissioners, regulators, manufacturers, implementers, and hyperscale data-center operators.

The conversations coalesced around five repeated topics that surfaced over 20 distinct themes, 15 additional high leverage questions, and 43 potential actions to be taken.

1 This network can make DSM familiar and accessible beyond efficiency

Members together can reach consumers at scale to explain DSM as more than traditional energy efficiency, making it feel familiar and accessible rather than technical or niche.

2 Shared Southeast TRM + scaling enablers (workforce, load growth, funding, affordability)

Participants called for a Southeast-tailored TRM guidance/playbooks as a collaborative deliverable no single organization can build alone, with open questions about which TRM artifacts matter most and interest in regional standardization to reduce fragmentation. The scaling agenda broadened: near-universal DSM participation goals face feasibility constraints tied to workforce/education needs and fast-ramping data-center load growth, driving calls for a consistent regional planning/cost framework and unlocking data-center funding to support DSM, visible community upgrades, and improved affordability.

3 SEEA can neutrally align utilities, implementers, and manufacturers regionally

SEEA is positioned as the only network able to convene across stakeholder types regionally and avoid siloed efforts. Its neutral convening can also reduce perceived manufacturer sales bias, enabling more open cross-stakeholder problem-solving.

4 Near-universal DSM ambition runs into equity gates and opt-outs

The group wants DSM/efficiency to go mainstream across the Southeast with near-universal participation, but readiness gaps, especially pre-weatherization and health/safety work in older, rental, and LMI homes, stall projects over who pays and who holds long-term liability. This tension is compounded by open questions about scaling funding/capital and the contradiction of industrial opt-outs versus “everyone” DSM goals.

5 Speed-of-load growth (especially data centers) is forcing a new planning story where DSR is treated like power plant capacity.

> Groups described urgency and anxiety about fast-ramping load and cost pressures and a desire to normalize demand-side resources as core infrastructure and a part of operational, dispatchable flexibility treated like generation in planning and operations, not optional programs.

Three Rounds of Conversation

Each round opened a wider frame and produced its own findings.

Round 1 · Ten Years Out

"If this network — focused on demand-side management in the Southeast — fully lived into its purpose and potential, what would be happening 10 years from now that would make you proud to say you were part of it?"

Across the whole group of 60, the 10-year pride point sounded less like a single flagship program and more like a region where DSM is treated like trusted, dispatchable, and normal infrastructure. There was a steady impatience with "pilot purgatory" and a desire to see EE/DR show up as multi-GW virtual power plants and as day-to-day operational reality embedded in planning and reliability operations, not argued for each cycle. At the same time, pride was tied to affordability without bill spikes and program participation that doesn't depend on who can self-finance.

Technically, people kept returning to a few tangible levers: grid-interactive homes (starting with heat pump water heaters and smarter HVAC), building envelope "always-on" peak savings and 72-hour ride-through resilience, and ubiquitous variable-speed heat pumps paired with better ways to prove value (EM&V/TRM that credit kW and load shape, not just kWh). Underneath was a governance tension the room didn't resolve: big ambitions require regulatory reform, from rate structures and utility compensation to the thornier question of industrial opt-outs, and maybe new regional coordination. The human backbone mattered just as much: a repeatable workforce pipeline and contractors equipped to make efficiency the default.

- Build toward dispatchable, generation-equivalent EE/DR (VPP-scale) with planning/operations integration and credible kW/load-shape verification
- Start with scalable devices (HPWH/HVAC) while reprioritizing envelopes for coincident-peak and resilience (72-hour ride-through)
- Carry forward unresolved questions on rate/compensation reform, industrial participation/opt-outs, and regional governance to align goals and standards
- Design for universal reach: address the working-poor gap, pre-weatherization barriers, and contractor/workforce alignment

Voices from the Room

- *- "DSM and energy efficiency are mainstream across the Southeast—people are open, engaged, and the skepticism is gone, even in oil- and coal-heavy places." Round 1, Table 9.*
- *- "Variable-capacity/variable-speed heat pumps in essentially every home, delivering reliable comfort even during extreme winter storms." — Round 1, Table 5.*
- *- "More young people choosing the trades as a durable hedge against AI disruption." — Round 1, Table 7.*

Round 2 · What Goes Unspoken

"What's something that, when it comes to scaling demand-side resources, too often goes unspoken?"

Across the 15 tables, the "unspoken" had a consistent shape: scaling DSRs is less a design problem than a capacity-and-trust problem, and the room sounded both impatient and weary about how often that gets papered over by targets and kWh math. People kept naming the often invisible constraints like contractor economics and workforce pipelines, utility backends that can't handle stacking or clean customer experiences, and the operational reality that when a furnace dies, nobody waits for program paperwork. Rural contexts sharpened the edge: fewer contractors, higher per-home costs, and relationship-building as the real delivery infrastructure, all while insurance/compliance thresholds and low-bid expectations quietly screen out the very providers needed.

A parallel tension ran through valuation and governance: many participants felt DSRs still treated as a "checkbox" rather than a resource, with incentive structures and planning processes tilted toward supply-side builds. On customer side, groups pushed back on "customer apathy" narratives, pointing instead to comfort anxiety, confusing bills, are core the and the political fragility of programs when renters/LMI households can't participate or see bills rise before savings. Proposed pathways clustered around standardized valuation and "same deal everywhere" playbooks, multi-family/landlord-centered approaches, and tighter safeguards for midstream models where attribution, leakage, and gaming are the shadow side of easy scale.

- Right-size insurance/compliance and procurement so rural/smaller contractors can participate without ignoring risk.
- Develop shared playbooks/standards (contracts, messaging, offers) while still allowing locational/time-specific grid value.
- Treat education and trust-building as funded infrastructure (not optional marketing) to address comfort fears and awareness gaps.

- Open questions to carry: how to value DSRs on par with generation; how to reduce midstream leakage/fraud without killing scale; how to align behind-the-meter economics with system value; how to finance zero-upfront/no-bill-increase pathways for renters/LMI.

Voices from the Room

- "Workforce/recruiting to implement programs is getting harder—and it's not talked about enough when discussing scaling DSRs." — Round 2, Table 6.

- "Everyone assumes scaling DSR keeps rates low and avoids building power plants—but making DSM a 'core solution' takes real commitment and planning." — Round 2, Table 2.

- "Scaling DSM/DSRs may require becoming "ubiquitous" like the light bulb—an always-on approach rather than a program." — Round 2, Table 4.

Round 3 · Uniquely Positioned to Lead

"What's a challenge or opportunity where SEEA members together are uniquely positioned to lead — in ways no single utility, manufacturer, or organization could do alone?"

People kept returning to SEEA's power as a trusted, neutral convening space, not just to "network," but to create the conditions for candor that rarely exists when everyone is selling, regulating, or competing. There was a palpable mix of urgency and fatigue about fragmentation: customers crossing service territories, contractors juggling multiple program rules, and utilities reinventing the same designs state by state. The emotional relief point was the idea that SEEA can be the place where people can finally name "what's broken" without consequences, and then turn that honesty into shared approaches.

From that foundation, the opportunity set got actionable: coordinated, family-resonant DSM customer education beyond "energy efficiency," region-wide alignment that reduces customer confusion, and pooled influence to send unified market signals to manufacturers. Several tables pushed for standardizing and replicating "what works" (from TRM/attribution to program playbooks), while others argued the real bottleneck is workforce capacity especially in rural areas. An additional desire wove throughout: how to create closed-door, role-specific convenings that feel safe, yet still produce outputs the broader ecosystem can act on especially on hot topics like utility–hyperscaler deals/tariffs and fast-ramping data center loads.

- Pilot role-specific closed-door sessions (contractor-only/commission-only/utility-only) with anonymized themes fed back to the full membership
- Build a shared DSM messaging framework that can travel across territories while allowing local customization
- Explore mechanisms for joint specs/forecasts/incentive alignment to send credible market signals to manufacturers
- Open questions to carry: what regional workforce standards/credentials are feasible, and what should be made transparent about hyperscaler tariffs/deals without breaking confidentiality?

Voices from the Room

- *"Coordinate region-wide customer/consumer education on DSM that goes beyond 'energy efficiency,' using shared messaging that resonates with families." — Round 3, Table 3.*

- *"Create a 'program for all' vision—elevate DSM as a legitimate system lever on par with building generation." — Round 3, Table 4.*

- *"We can function as a 'one brain' for program design and market transformation across the Southeast." — Round 3, Table 2.*

Participants can interact with the entirety of this three round conversation here, including the ability to chat with the report and underlying data.

Three Rounds of Conversation →

(There's also the opportunity to listen to an AI generated podcast summarizing the three rounds – a podcast that made the entire room laugh and groan for its awkward and overly dramatic voicing.)

Challenge & Opportunity Clusters

Round 3 closed by asking members to identify challenges and opportunities they identified that stood between this region and the future they imagined earlier. What they produced grouped into five clusters on each side. These carried directly into Day 2.

The Challenges wall

The Opportunities wall

Challenges

Funding & affordability
where do the dollars come from beyond energy-efficiency cost riders (alternative and donor-funded strategies), the cost to scale efficiency, and energy burden as the core of the demand-side problem.

Customer education & trust
how do we do “education for all,” shifting from reactive to proactive, and the lack of awareness of the real cost/benefit of demand-side resources rather than marketing just for participation.

Regional consistency & representation
inconsistent programs, rules and valuations across the region, partial program participation across the Southeast.

Workforce development
how do we build and sustain the skilled workforce the work depends on.

Policy, incentives & measurable impact
misaligned incentive structures (utility, rebate, efficiency), navigating complex statutes and regulation, and proving quantifiable peak reductions over a 10-year horizon.

Opportunities

Collaboration & a shared regional market
collaboration across organizations, program teams and manufacturers aligning strategy and equipment expertise, and a shared market that drives down product costs; benchmarking and best-practice sharing between utilities and implementers.

SEEA as the Southeast’s standard-setter and Voice
a regional TRM and program-design guidance, leadership that no longer defers to legacy states, and program optimization across the region.

Making demand-side a peer to supply-side
treating demand-side strategy as equal to supply, focusing programs on where and when the need is (not just what’s cheapest), and better investment in new energy technologies, delivery, and grid reliability.

A workforce pipeline

early training through middle and high school, vocational and two-year pathways, and a low-turnover talent base.

Equity and affordability through demand-side resources
helping low-and-moderate-income households adopt efficiency measures, turning weatherization into household income, and building trust through energy-concierge and community-ally approaches.

From Naming to Making: Priority Projects *Day 2 · June 3, 2026*

Executive Summary

Day 1 ended by naming where the region wants to go. Day 2 turned that into things people could actually build. Day 2 began with an inversion exercise where participants, instead of jumping right to solutions, pretended to be Dr. Evil and thought of how they could make DSRs in the energy transition fail spectacularly. These outrageous concepts were then inverted, opening up possibilities the group hadn't considered.

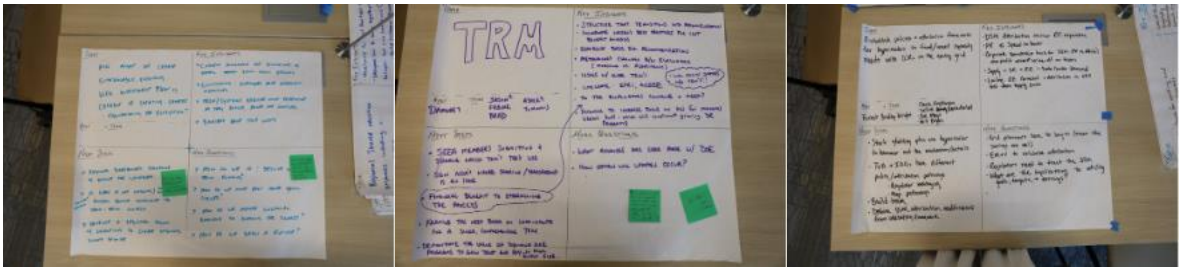
Over the rest of the day, the network moved through three steps: members proposed concepts to push forward, walked and weighed the full set to focus the field, then sequenced the priorities onto a shared timeline.

All Projects Proposed

Seven concepts were named, hosted and discussed across the session. Projects in bold advanced to the priority set.

- **Regional TRM**
- **How Do We Measure the Various DSRs**
- **DSM + Hyperscalers**
- **Regional Shared Education Resources**
- **Workforce / Creating Careers**
- Strategies for Reaching Rural Customers & Contractors
- Scalable Adoption of Variable-Speed / Dual-Fuel Heat Pumps (developed separately on Day 3 as an impromptu breakout)

With seven concepts on the wall, members walked the gallery, left reactions and offers of support, and took a quick directional sense-check to confirm the room was still pointed the right way. That focusing step carried five featured projects forward. The two that did not advance were not rejected; the room simply chose where its shared energy was deepest. The throughline from Day 1 held: every one of these is a goal no single organization could deliver alone.



Pro-Action Café working charts — Workforce, Regional TRM, and DSM + Hyperscalers.

Featured Priority Projects

Each featured project is shown as the room left it — the working quadrants from its flip chart.

1. Workforce Development

How might we create sustainable, enduring workforce-development investment capable of creating careers — transforming the ecosystem?

Key Insights	Next Steps
– Current programs are structured to foster short-term efforts – Contractors/Employers have different incentives – Tech and systems require more expertise as they evolve — homes are complex – Barriers have true costs	– Regional stakeholder taskforce to evolve the landscape – Identify what is not working/program barriers – Develop a regional pilot with champions to create regional success stories
Open Questions & Help Needed	**Outcomes & Who's In**
– How do we identify and secure long-term funding? – How do we get past three year-cycles? – How do we address cultural barriers to entering the trades? – How do we show a future? – Who are the stakeholders? Is SEEA leading this effort?	– Lead and Team tbd — a regional stakeholder taskforce was proposed as the first step.

2. Regional TRM

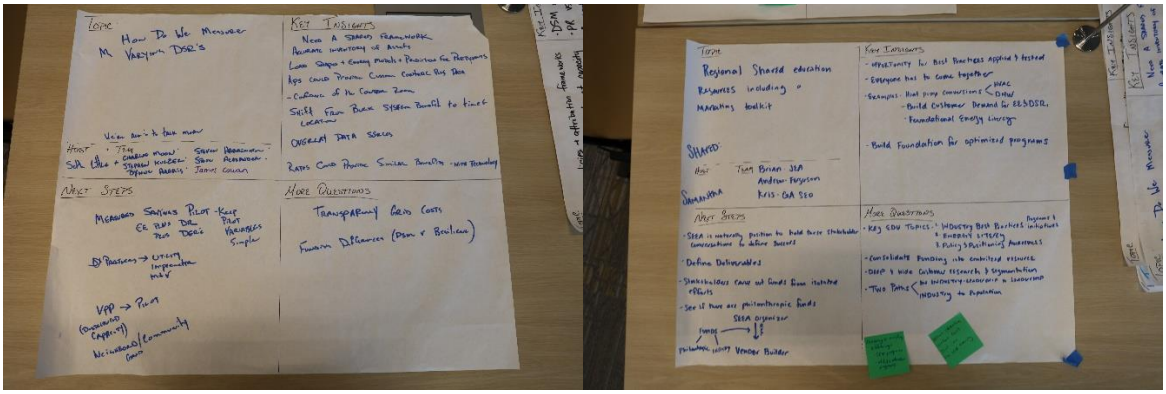
A shared, regional Technical Reference Manual — structured so it transitions into a recommendation.

Key Insights	Next Steps
– Incorporate NASEO's best practices for cost-benefit analysis – Establish a basis for recommendation – Methodology changes between evaluators (modeling vs. algorithmic) – Issues with older TRMs and this will assist states without TRMs — Integrate EPRI and ACEEE – Do the evaluators convene and meet? – Potential to increase focus on kW for measures (vs. kWh), complementing growing DR programs – Will assist states that don't have TRMs	– SEEA members submit and share which TRMs they use – Sign NDAs where transparency is an issue – Show financial benefit to streamlining the policies – Frame the need around load growth for a single, comprehensive TRM – Demonstrate the value of demand-side programs to gain trust and buy-in from the supply side
Open Questions & Help Needed	**Outcomes & Who's In**
– What advances has SEEA made with DOE? – How often will updates occur? – Get members to chip in time from engineering and technical staff — building a TRM piecemeal and sharing the load. How to get buy-in?	– TBD – interested SEEA members connect with SEEA staff

3. DSM + Hyperscalers

Establish policies and attribution frameworks for hyperscalers to fund/meet capacity needs with DSM on the existing grid.

Key Insights	**Next Steps**
– DSM attribution mirrors RE acquisition – PR vs. speed-to-power – Corporate sponsorship levels for DSM (PR vs. attribution?); non-profit write-off on taxes – Supply + DR + EE = data-center demand – EE carveout plus attribution is still less than supply costs	– Start with one utility and one hyperscaler to hammer out the mechanism/details – TVA and IOUs have different policy/attribution pathways → identify regulator messaging, map pathways – Build team – Define DSM attribution modifications from the attribution framework
Open Questions & Help Needed	**Outcomes & Who's In**
– Grid planners have to buy in (trust the savings are real) – What's the EM+V to validate attribution – Regulators need to trust the DSM – What are the implications for utility goals, targets, and earnings?	– Host: Forest Bradley Wright - ACEEE — Interested SEEA members connect with Forest or SEEA staff



Pro-Action Café working charts Regional Education Resources and Measuring DSRs.

4. Regional Shared Education Resources

Regional shared education resources, including a marketing toolkit.

Key Insights	**Next Steps**
– Opportunity for best practices applied and tested – Everyone has to come together – Examples: heat-pump conversions (HVAC, DHW) • Other examples; build customer demand for EE & DSR; foundational energy literacy – Build a foundation for optimized programs	– SEEA is uniquely positioned to hold these stakeholder conversations to define success – Define deliverables – Stakeholders pool funds from isolated efforts – Explore philanthropic funds — SEEA as organizer
Open Questions & Help Needed	**Outcomes & Who's In**
– Who will contribute to consolidate funding in a centralized resource for: Deep and wide customer research and segmentation – Key topics: 1. industry best practices (programs and initiatives), 2. Energy literacy, 3. Policy and positioning awareness – Two paths: in industry leadership to leadership, or industry to population?	– Samantha Hart- Milepost Consulting — Interested SEEA members connect with Samantha or SEEA staff

5. How Do We Measure the Various DSRs

Determine a consistent way to measure and value the various demand-side resources.

Key Insights	**Next Steps**
– Need a shared framework and accurate inventory of assets – Load shapes and energy models + prediction for participants – Could provide customer contract plus data – Shift from bulk-system benefit to time/location and overlay data sources – Rates could provide similar benefits — with technology	– Design a measured-savings pilot — keep pilot variables simple (EE + DR + DERs) – Sign up key partners → utility, implementer, M&V – VPP → pilot (distributed capacity) with neighborhood / community grid
Open Questions & Help Needed	**Outcomes & Who's In**
– How get more transparency in grid costs – What are the funding differences (DSM vs. baseline?)	– Host: Seth Little – CLEAResult — Interested SEEA members connect with Seth or SEEA staff

Project Roadmap: A Timeline of Priorities

In the Call to Action that followed, each of the five priority projects focused in on key elements to consider and named specific actions sequenced onto a shared calendar. The result was less a finished plan than a set of owned starting points.

A dynamic version of this roadmap can be filtered by workstream or stakeholder participation in its creation.

View the Interactive Roadmap →

Priority project	2026	2027
Create Enduring Workforce-Development Effort	**Q3** ☐ Identify who "owns it" (SEEA + a municipal utility?) and other key members (IC: Resource Innovations?, Contractors, Utility Early Adopters) ☐ Establish motivation for the work ☐ Define challenges ☐ Discovery/Landscape Research ☐ Identify funding / budget **Q4** ☐ Identify & engage stakeholders & partners	**Q1** ☐ Define the win–win ☐ Design the pilot (milestones, time frame, tools, team)
Regional TRM	**Q3** ☐ Establish mission statement ☐ Stakeholder identification ☐ Identify early funding partners	**Q1** ☐ Identify power dynamics in stakeholder setting ☐ Define value to stakeholders **Q3** ☐ Test / validate assumptions ☐ Clarify mission / objective ☐ Added funding secured through early adopters ☐ Develop SOW / specifications (Start) **Q4** ☐ Contract awarded. Communicate outcomes broadly. ☐ Identify first follower ☐ Recruit & engage early adopters

Priority project	2026	2027
DSM + Hyperscalers	**Q3** ☐ Find entity w/ new project in a specific place (partnerships) + 1st steps **Q4** ☐ Identify / convene early adopters of the initiative	**Q1** ☐ Draft clear articulation of project: Focus question, Needs, Challenges, Tagline **Q2** ☐ Define how funding for EE becomes attribution credits **Q3** ☐ Define initial tranche for utility DSM offerings **Q4** ☐ Pilot proof of concept for DSM + Hyperscaler model
Regional Shared Education Resources	**Q3** ☐ Assemble core team: SEEA, State Energy Offices, Utilities, Service Provider **Q4** ☐ Establish goals + funding sources	**Q1** ☐ First steps — Working group identifies: partnerships, social capital, mutual need, similar projects **Q3** ☐ Set cost / budget estimate ☐ Issue RFP ☐ SOW complete ☐ Develop timeframe · identify tools & tech ☐ Prototype the resource **Q4** ☐ Socialize with commissioners & regulatory staff ☐ KPIs = proof of concept for grid attribution contracts

Priority project	2026	2027
How Do We Measure the Various DSRs	**Q3** ☐ **Engage Core Team: Utility, Manufacturers, DERMS provider, Modeling company** **Q4** ☐ **Define Measurable goals: Load profile, Peak shaving, EE savings, Bill savings · Customer SAT, Distribution deferral** ☐ **Scope experiments around: Task definition, Data: how to manage?, HVAC / consumption, Weather data, Load shape models** ☐ **Secure funding**	**Q1** ☐ **Establish measurable goals (KPIs)** ☐ **Pilot implementation** **Q4** ☐ **Revisit and confirm measurable goals.**

Momentum: What We're Taking Back

Commitments Heard

While SEEA was often named as a key stakeholder in these projects, and occasionally as the appropriate entity to organize and lead, we understand that there are many hands that will need to contribute.

What comes next:

- SEEA will coordinate working group start up on these based on broader member willingness to participate and fund the working group launch. From there SEEA will lead the project scoping and sourcing of funding for any work or pilots designed.
- If you are interested in participating and lending time, expertise, or funding to any one of these five proposed workstreams, please reach out to that concept host (if named) or Katie Strickland at SEEA (kstrickland@seealliance.org) before July 30 and we will coordinate a kick off.
- We will revisit each of these to check on progress at the Southeast Energy Summit Nov. 16-18 in Biloxi, MS.

Ideas are plentiful. Execution is what matters. The 2026 Annual Member Meeting created a number of critical, needed concepts, and laid the groundwork for a working group to begin delivering action. And as we've stated throughout, these are concepts no single organization can deliver. It's up to us, as the SEEA Network, to raise our hands and show up where we see the benefit to ourselves, our industry, and the SE energy transition.

Gratitude & Sponsors

It is with immense gratitude that we'd like to thank all our various sponsors for this event. The SEEA Annual Member Meeting does not happen without sponsors, and their generosity allows us to keep registration fees affordably low for any organization.

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- **Main Host:** ICF
- **Co-Host:** TVA
- **Opening Reception:** Georgia Power
- **Celebration Reception:** Cobb EMC
- **Event App:** SEEL
- **Meals:** Cleco, Resource Innovations, Walker Miller,
- **Breaks:** CLEAResult, Knauf Insulation, AESP SE, Solar Energy Loan Fund

And Everyone in the Room

To the **60+** members, partners, and staff who showed up and brought it — thank you. Your passion and ownership for the well being of all people in the Southeast is inspiring. Your commitment to doing something about it is monumental.