

benefit to an individual customer; however, these programs provide limited impetus for long-term structural changes in support of ongoing C&I energy management. This situation presents the energy efficiency community with a significant opportunity to refocus its message and identity to achieve greater market impact. This session will highlight the merits of national branding and provide evidence of the significant benefits experienced by organizations associated with a prominent national brand, ENERGY STAR. A discussion will then be held to entertain questions on branding concepts, explore details of brand valuation, and identify natural linkages to local and regional programs and local brands such as Focus on Energy and Energy \$mart.

Discussion Topics:

- How could an individual program benefit from linking to a national brand?
- What types of programs could be best served by linking to a national brand and why?
- What industries and/or types of C&I customers might first be targeted by program administrators and why?
- What enhanced market value would the ENERGY STAR program likely experience from broad based participation?
- How can local and national brands best work together?

facility and fleet management, public benefits programs, and tax and other financial incentives.

Discussion Topics:

- What are other states doing in the area of energy policy?
- What are the opportunities for state leadership in a time of federal quiescence on energy policy?
- What are the key drivers of action on energy efficiency for the states? Economics? Pollution reductions? Public health?

**2003 ACEEE/CEE National Symposium on Market Transformation
“Partnering to Change Markets”**

RESIDENTIAL PROGRAMS TRACK

Working Session I *Monday, April 14* *1:30 to 3:00 pm*

R1: Increasing Efficient Appliances in New Homes: Views from the Field

Facilitator: *Glenn Reed, Northeast Energy Efficiency Partnerships*

Presenters: *Rebecca Foster, Consortium for Energy Efficiency*
Jerry Rose, General Electric
Aprille Soderman, Connecticut Light and Power

Description: This session will identify the top-performing home products by category (including appliances and water heaters) and introduce new approaches to promoting such products in the new construction market, with a focus on appliances. Attendees will learn about new approaches being pursued by the leading manufacturer supplier to the new construction market and hear valuable lessons learned from a highly successful ENERGY STAR Homes program that includes appliances.

Discussion Topics:

- What are the potential approaches for efficiency programs to pursue?
- Initial feedback on the new construction strategies discussed, implications for retail, influence on the home design community, etc.
- How can appliances in new construction be addressed without the infrastructure of a new homes program?
- How could these new construction approaches be piloted/integrated with existing programs?
- Feedback on ENERGY STAR water heaters plans.

Working Session II *Monday, April 14* *3:30 to 5:00 pm*

R2: Enhancing the Market Presence of Residential Lighting

Facilitator: *Kelly Gordon, Pacific Northwest National Laboratory*

Presenters: *Terry McGowan, American Lighting Association*
Rebecca Foster, Consortium for Energy Efficiency

Description: This working session will update attendees on the status of the National Lighting Fixture Design Competition, as well as two state-level efforts, and resulting changes in the lighting fixture industry. The objective is to enable participants to make

appropriate program design changes to leverage movement in the market generated by the competitions.

Discussion Topics:

- Potential for the design competitions to increase the availability of ENERGY STAR fixtures.
- Potential for the design competitions to increase the style and price variety of ENERGY STAR fixtures.
- Role of non-fluorescent light sources in energy-efficient lighting.
- New channels of support for new construction markets.
- Promoting competition winners in lighting and new construction markets.

Working Session III

Tuesday, April 15

1:00 to 2:30 pm

R3: New Home Labeling: Going Beyond Energy Efficiency

Facilitator: Phil Mihlmester, ICF Consulting

*Presenters: Sam Rashkin, U.S. Environmental Protection Agency
Marc Richmond, City of Austin Green Building Program*

Description: Since its launch in 1996, EPA's ENERGY STAR Homes program has gained significant momentum in many housing markets with more than 100,000 labeled homes. During this same period, many regional ENERGY STAR and green building initiatives have been developed that go beyond energy benefits to ensure consumers healthy, comfortable, and durable homes with resource-conserving features. Although ENERGY STAR has focused on energy savings, participating builders are beginning to ask for more quality differentiation as market penetration of ENERGY STAR Homes increases and as issues of indoor air quality and mold liability hit the mainstream. These different program types share common objectives, but they differ in technical approach. This session explores how these programs are likely to evolve and whether ENERGY STAR and green building programs can collaborate to achieve greater market transformation impact.

Discussion Topics:

- What are the benefits and limitations of incorporating ENERGY STAR into green building program requirements?
- Can non-energy features such as mechanical ventilation be specified in future ENERGY STAR program requirements without complicating the brand promise?
- What are the pros and cons of a suite of complementary single-attribute labels (e.g., energy, IAQ, resource conservation) versus a single multi-attribute "green" label?
- How do these alternative approaches impact program implementers/designers, builder participants, and consumers?
- Are there enough data available to quantify the benefits of non-energy measures and justify additional program costs?

Working Session IV

Tuesday, April 15

2:45 to 4:15 pm

R4: Raising the Bar: Better Improvements in Existing Homes

Facilitator: Rebecca Foster, Consortium for Energy Efficiency

Presenter: [Mike Rogers](#), MSI Consulting

*Discussants: Andrew Fisk, New York State Energy Research & Development Authority
Marci Sanders, Northwest Energy Efficiency Alliance
Jerrel Gustafson, Austin Energy*

Description: Recognizing the enormous potential for savings in existing homes, a variety of programs currently underway demonstrate the possibilities for delivering more effective improvements in existing homes. This session will introduce several promising efforts in the HVAC and whole-house arena, including Home Performance with ENERGY STAR-participating programs and other approaches in use around the country. The presenter will summarize the basics of each program. Managers from several programs will then comment on some of the key challenges and opportunities from their experiences.

Discussion Topics:

- Is there sufficient capacity of competent service providers? If so, how was it identified? If not, how is capacity developed? What standards are used? How do contractors receive training?
- How do you address high entry barriers for contractors, including training and equipment? How viable is the business model for contractors? How do the practices carry over from the “program” to the contractors’ normal business? How is sustainability encouraged?
- How aware are consumers of the need for, and the availability of, improvement services? How often are recommended measures implemented? At what cost? At what savings?
- What are the most illuminating results and lessons learned?

audience to these practices; present potential energy savings and costs; and discuss non-energy benefits, such as improved ventilation and increased human comfort and productivity. The benefits and challenges to implementing programs that promote these practices will also be explored. Several new programs to promote these opportunities will be discussed.

Discussion Topics:

- What are the advantages and disadvantages of retrocommissioning buildings?
- HVAC systems?
- What are some of the challenges that program managers have encountered?
- What kind of response has been seen from end-users?
- What sectors are most interested (schools? government?)?

Working Session III

Tuesday, April 15

1:00 to 2:30 pm

C3: Making the Connection: How New Construction Programs Can Benefit from the ABG and LEED Programs

Facilitator: [Denise Rouleau](#), Consortium for Energy Efficiency

Presenters: [Jeff Johnson](#), New Buildings Institute
[Michael McAteer](#), National Grid USA

Description: Explore the opportunities for commercial programs to integrate the Advanced Building Guidelines (ABG) to achieve enhanced energy savings and to leverage interest in the Leadership in Energy and Environmental Design (LEED) program. Specific topics will include the status of ABG and LEED, the potential role of ABG in commercial programs, a summary of states and other entities requiring LEED certification, a review of incentive strategies fostering these efforts, and examples of how energy efficiency programs are interacting with LEED in the marketplace.

Discussion Topics:

- What are the benefits/challenges and barriers to incorporating ABG into programs?
- What are the benefits/challenges and barriers to leveraging the LEED program?
- Are the suggested strategies feasible? What are the constraints?
- Identify other strategies for incorporating the ABG into energy efficiency programs.

Working Session IV

Tuesday, April 15

2:45 to 4:15 pm

C4: Improving Productivity in Commercial Buildings

Facilitator: [Harvey Sachs](#), American Council for an Energy-Efficient Economy

Presenters: [Dave Hewitt](#), Northwest Energy Efficiency Alliance
[Beran Gurtekin-Celik](#), Carnegie Mellon University

Description: Current research links human performance with various building features. This session will summarize key research results and case studies on productivity as it relates to energy-using building systems including ventilation, HVAC controls, daylighting, and lighting design. The speakers will introduce a new financial modeling tool based on their research and discuss an approach for moving productivity-related information into the building design and management community.

Discussion Topics:

- How can productivity related information support energy efficiency objectives?
- What are the potential roles for utilities and market transformation organizations in taking productivity research to a pragmatic “business case” level?

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INDUSTRIAL PROGRAMS TRACK

Working Session I *Monday, April 14* *1:30 to 3:00 pm*

I1: How to Support Motor Vendors and Distributors that Offer Value-Added Services

Facilitator: [Ted Jones](#), Consortium for Energy Efficiency

Presenters: [Jon Linn](#), Northeast Energy Efficiency Partnerships
[Robert Berry](#), Rockwell Automation
[Linda Raynes](#) and [Bill Nielsen](#), EASA

Description: This session will bring market transformation administrators up-to-date on programs designed to promote motor management practices. The session will describe what program offerings are available to motor vendors and distributors and how they are being supported. A motor manufacturer and a motor service center industry representative will be asked to give their views on current market opportunities for motor management services. Discussion will focus on what successful strategies to promote adoption of motor management services should look like in the future.

Discussion Topics:

- How valued/desirable are these services to C&I customers?
- What is the energy savings potential associated with motor management and planning?
- Which aspects of motor management can be measured? Which can't?
- What are the best program strategies for supporting vendors and distributors' efforts to offer motor management?
- What particular market segments most need to adopt motor management and planning?

Working Session II *Monday, April 14* *3:30 to 5:00 pm*

I2: Innovative Program Designs to Tap Energy Savings in the Water and Wastewater Sector

Facilitator: [Neal Elliott](#), American Council for an Energy-Efficient Economy

Presenters: [Kevin James](#), Alliance to Save Energy
[Ted Jones](#), Consortium for Energy Efficiency

Discussants: Joseph Visalli, New York State Energy Research & Development Authority

Jerry Higgins, Blacksburg, Christiansburg, VPI Water Authority

Description: The water and wastewater sector presents tremendous energy savings opportunities and a host of non-energy benefits. The session will highlight a survey of CEE member programs targeting this sector with insights into program commonalities, strengths, and weaknesses. In addition, a national roadmapping effort led by ACEEE and the Alliance to Save Energy, and an R&D roadmapping effort by AWWARF will be discussed. The discussion will focus on key strategies to further improve energy efficiency in the sector, future program needs and directions, and potential strategies for moving forward on a national framework.

Discussion Topics:

- What are the barriers to realizing more efficient water and wastewater facilities?
- How should programs balance competing program demands for water supply, demand reductions, or wastewater treatment?
- What approaches to this market seem to be particularly effective: comprehensive focus, system focus, or component focus?
- What are the one or two leverage points in this market that MT-sponsored programs should focus on to really make a difference?
- What kind of industry support is available from product manufacturers and service providers?

Working Session III

Tuesday, April 15

1:00 to 2:30 pm

I3: Energy Efficiency in the Agricultural Sector: A New Market Transformation Opportunity?

Facilitator: Glee Murray, American Council for an Energy-Efficient Economy

Presenter: [Elizabeth Brown](#), American Council for an Energy-Efficient Economy

*Discussants: [Alecia Ward](#), Midwest Energy Efficiency Alliance
[Bob Helm](#), Northwest Energy Efficiency Alliance*

Description: This working session will examine the energy needs of the agricultural community, availability of savings opportunities, and activities that are currently underway. The speaker will give a background on energy programs in agriculture and an overview of where USDA is attempting to help increase energy savings on farms. Group discussion will result in an outline of the opportunities and goals for market transformation in the agricultural sector.

Discussion Topics:

Focus question: Will a market transformation approach work in this sector?

- What is the goal of market transformation for this sector?
- What types of initiatives would be successful in this sector?
- Do MT programs have what is needed to deliver service to the agricultural sector?
- Are there specific aspects of the industry that should be targeted for market transformation?
- Who are the partner groups?
- Should programs partner with rural groups to facilitate delivery of energy efficiency programs?

Working Session IV

Tuesday, April 15

2:45 to 4:15 pm

I4: Management Practices for Energy Efficiency: Corporate and Plant Decision Making

Presenters: [Bob Helm](#), Northwest Energy Efficiency Alliance
[Jonathan Jutsen](#), EnVINTA

Description: This session will provide insight into decision processes and how corporate profitability, budget, timing, and strategic plans impact the decision process for energy efficiency projects. We will explore why organizational processes are key to a sustainable energy management program, why corporations must view energy as a business issue linked to business systems, and how corporate priorities and financial obstacles impact energy efficiency decisions.

Discussion Topics:

- What are current corporate priorities (security, expansion, new technology, power reliability, and power quality) for industrial market segments?
- What is the priority for energy efficiency?
- What has worked to overcome barriers to implementing energy efficiency projects?

Presenters: [Jill Notini](#), *Association of Home Appliance Manufacturers*
[Dee Zamora](#), *National Electrical Manufacturers Association*

Description: Utilities and other energy efficiency organizations have increasingly been trying to track market penetration of energy-efficient products as part of their efforts to evaluate market transformation programs. High-quality market penetration data are extremely useful to this end, but challenging to collect. Collaborating on tracking efforts is one way to address this challenge. Collaboration can enable organizations to realize efficiencies, reducing their data collection costs while often resulting in their obtaining better quality data than they might be able to collect on their own. One collaborative strategy that is currently under consideration is for utilities and other organizations to work together with trade organizations that routinely collect and report information from their members. In this session, two speakers from trade organizations will share their insights and the lessons they have learned about collecting and reporting information about market penetration from their members. Their presentations will include their organizations' perspectives on efficiency program needs for appliance market penetration data, and how their members view the market penetration tracking efforts that they themselves undertake.

Discussion Topics:

- Market penetration tracking by trade organizations: what's in it for their members?
- Constraints on data collection and impediments to the release of market penetration data by trade organizations.
- Potential drawbacks to trade organizations' tracking market penetration.
- Needs of utilities and other organizations tracking market penetration compared to needs of trade organizations.
- Potential synergies between trade organizations' and utilities' market penetration tracking efforts and needs.

Working Session III

Tuesday, April 15

1:00 to 2:30 pm

E3: Sector-Based Market Transformation: Putting Research Into Practice

Facilitator: [Sandy Smith](#), *American Council for an Energy-Efficient Economy*

Presenters: [Dave Hewitt](#), *Northwest Energy Efficiency Alliance*
[Mimi Goldberg](#), *KEMA-XENERGY*

Description: This session will describe several recent experiences using research findings to develop and refine sector-based market transformation strategies. First, Dave Hewitt of the Northwest Alliance will discuss how its research into the specific market segments has resulted in new approaches designed to get additional energy savings. These approaches rely on customized marketing strategies and messages combined with technology and/or design approaches specific to the market segment. Dr. Mimi Goldberg will then describe research in Wisconsin conducted in parallel with program launch and

continuation. This research is being used to improve and potentially substantially modify existing programs.

Discussion Topics:

- How can efficiency programs use the new market research to improve resource acquisition programs?
- Where are the market leverage points to get additional energy savings?
- What research methods are best suited to each strategy?

Working Session IV

Tuesday, April 15

2:45 to 4:15 pm

E4: Art vs. Science in Establishing Market Transformation Program Incentive Levels

Facilitator: Marc Hoffman, Consortium for Energy Efficiency

*Presenters: Paul DeCotis, New York State Energy Research & Development Authority
Elly Valas, North American Retail Dealers Association*

Description: Many energy efficiency program implementers use financial incentives to spur sales and purchase of energy-efficient equipment. While some data is available to determine efficiency levels and incremental cost (i.e., the “science”), there is no standard for determining the most appropriate dollar incentive, and different decisions have been made by implementers depending on their objectives for the programs they offer (i.e., the “art”). The sharing of information and discussion around this topic will be useful to organizations considering new incentive programs as well as those who are currently implementing programs offering incentives as a part of the program strategy. Speakers will explore the following topics:

- How, and for what purpose, do program sponsors’ use rebates and other financial incentives to spur program activity? How are financial incentives viewed by product and equipment manufacturers?
- Depending on the objective (e.g., launching new product, increasing market share, moving inventory, etc.), how are incentive levels set? Does the program’s objective influence the incentive level and should incentives be set differently for market transformation programs than for resource acquisition programs?
- How do you know if you have set the “right” incentive to meet your objective (too much, too little, just right)?

Discussion Topics:

What should energy efficiency program implementors consider when designing incentive programs in the future?

Description: With the deregulation of generation in many U.S. markets, the relative importance of transmission system constraints and pricing policies has increased. In July 2002, the Federal Energy Regulatory Commission (FERC) issued a Notice of Public Rulemaking to enable open market access and standard market design (SMD). Two of the seven major elements of the FERC's SMD include "Congestion Management through Locational Marginal Pricing," and the "Resource Adequacy Requirement." Enter the role of efficiency and resource acquisition programs. This session will highlight the dramatic changes facing Regional Transmission Organizations and identify efforts in New England to recognize the role and value of Energy Efficiency/Resource Acquisition Programs in congested locations. The session will also address results from "demand response" pilot efforts in New England and include a discussion of opportunities for efficiency programs to coordinate with RTOs to accomplish mutual objectives.

Discussion Topics:

- Does development of an "Integrated Transmission Resource Plan" make sense for the various RTOs?
- Where do the State Public Utility Commissions stand on this topic?
- What level of financial investment might be achievable from offsets of transmission upgrades?
- What enhancements/prerequisites might be necessary to refine program delivery to transmission-constrained areas?
- What is the audience's experience in tracking transmission impacts attributable to efficiency programs?
- What level of increased customer sensitivity might be achieved from higher pricing signals for transmission resources? How might this be utilized in conjunction with efficiency program objectives?