

2004 ACEEE/CEE National Symposium on Market Transformation
“Market Transformation: Delivering Results”

COMMERCIAL PROGRAMS TRACK

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

**C1: Improving In-Field Performance of Small Commercial Rooftop Units:
Advancing the Discussion on Program Approaches**

Facilitator: *Rachael Shwom, Consortium for Energy Efficiency*

Presenters: *Dana Banks, Northwest Energy Efficiency Alliance*
Priscilla Richards, New York State Energy Research & Development Authority

Description: This session will provide an overview of small commercial HVAC in-field performance issues and how energy efficiency programs have tried to address these issues to realize additional savings. A brief overview will cover in-field performance research from the Air-Conditioning & Refrigeration Technical Institute on real building conditions and California’s PIER research on designing and testing a more robust machine. Session presenters will explore the pros and cons of the various approaches that energy efficiency programs have tried and identify program needs in order to build on successes.

Discussion Topics:

- Industry (manufacturers, contractors, and associations) perspectives on the pros and cons of utilizing equipment specifications and/or HVAC operations and maintenance to address the issues.
- What do program managers need to more successfully address the challenges of in-field performance
- Which in-field problems have been successfully addressed by O&M programs? And which in-field problems need to be addressed by other means (equipment specs, owner education, etc.)?

Working Session II *Monday, March 1* *3:30 to 5:00 pm*

C2: Building Performance and RCx: Promising Approaches/Leveraging ENERGY STAR

Facilitator: *Doug Gatlin, U.S. Environmental Protection Agency*

Presenters: *Mark Tuffo, Northwest Energy Efficiency Alliance*
Jim Rooney, ei3 Corporation
David Jump, Quantum Consulting

Description: Over the past couple of years, EPA's ENERGY STAR program has worked with several promising local programs that are spearheading new strategies to promote building performance. Program implementers around the country are recognizing the potential of promoting performance improvements as a successful strategy to reduce energy use in commercial buildings. Still, many are struggling with how to design such a program. This session will allow program implementers to hear and discuss the design and early results of a few innovative programs from around the country. The session will also highlight how ENERGY STAR is leveraged in these programs and invite attendees to discuss ways in which this value can be continued and expanded to strengthen the impact of performance and retrocommissioning programs in the marketplace.

Discussion Topics:

- Retrocommissioning program implementation—how roles can be designated, and the value of different structures for energy efficiency organizations, utilities, service providers, and customers
- How offering effective performance-based programs can meet the needs of business customers
- The importance and process of measuring and verifying lasting savings from operating performance improvements that result from retrocommissioning
- Developing a robust market, and how to enlist mainstream trade allies in delivering performance services

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

C3: Growing the Market Share for Homes & Commercial Buildings Achieving 50% Savings or More

Facilitator: [Michael McAteer](#), National Grid

Presenters: [David Goldstein](#), Natural Resources Defense Council
[George James](#), U.S. Department of Energy (no .ppt used)

Description: Many efficiency programs have been promoting new homes and commercial buildings that achieve 15–30% energy savings relative to prevailing construction practices. Recent work by Building America and others on zero energy homes, sustainable design, and other initiatives have demonstrated that 50% energy savings can be achieved cost-effectively. Pending federal tax incentives will reward these levels of performance. This session will help program designers and implementers explore how to pursue these opportunities and leverage the federal tax credits. By combining both residential and commercial buildings in one session, we hope to gain insights on program/promotion techniques that go beyond traditional efforts.

Discussion Topics:

- Briefly, what are a few of the techniques for achieving 50% or more savings?
- What are a few examples of favorable economics? Where/when are the economics not so favorable?

- What approaches are now being used to promote/assist with achieving 50% or more energy savings?
- What approaches can/should be used in the future if the federal tax incentives are passed? If they are not passed?
- How should efforts to promote 50% or more savings relate to more traditional efforts such as work on ENERGY STAR Homes and the E-Benchmark Tier 1?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

C4: Identifying Opportunities in the Next Generation of T8 Lighting (Super T8s)

Facilitator: Afroz Khan, Consortium for Energy Efficiency

*Presenters: Tom Coughlin, National Grid
Robert "Sardo" Sardinsky, Rising Sun*

Description: The purpose of this session is to understand the potential savings available in commercial lighting from the promotion and application of the latest in T8 technology. T8s have evolved with lamp and ballast improvements that can increase energy efficiency by 20–30% over the original 700 series T8s. As these technical advancements are made in commercial lighting, program designers are striving to develop their programs to reflect the next generation of high-efficiency commercial lighting. However, there are some barriers to acceptance, including lack of awareness of the technologies available, variations in terminology and definitions, lack of understanding by all parties involved, high initial cost, and limited product availability.

Discussion Topics:

- Technology and economics: lamp/ballast system comparison and cost effectiveness
- Promotion activities: utility/publicly funded programs, federal standards, etc.
- Methods for outreach to rectify market confusion including coordination activities through trade allies such as lighting contractors, manufacturers, etc.
- Strategies used and lessons learned in commercial lighting programs that currently promote high performance T8s
- Current activities in place for addressing technology confusion through aligning high performance lighting criteria nationally