

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

CROSS-CUTTING TOPICS TRACK

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

CC1: Performance Incentives for Market Transformation Programs: Comparison of Northwest and Northeast Experiences

Facilitator: *Elizabeth Hicks, KEMA-XENERGY*

Presenters: *Ken Keating, Bonneville Power Administration (no .ppt used)*
Carol White, National Grid

Description: This session will identify why (or why not) performance incentives/metrics are used to help motivate program administrators to achieve important market transformation goals. Presenters will also discuss the extent to which performance incentives succeed in helping meet market transformation goals while balancing other state policy priorities (e.g., meeting resource acquisition goals). Examples of the most effective performance incentives/metrics will be presented along with examples of where such incentives are not needed.

Discussion Topics:

- Under what circumstances are performance incentives for market transformation programs appropriate and desirable?
- What are the pros and cons of performance incentives for market transformation programs in helping achieve *regional* goals versus *state-specific* goals?
- To what extent have resource acquisition results from market transformation programs been effectively integrated into performance incentives? How can unrecognized value be better identified to help meet policy priorities?

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

CC2: A Practitioner’s Guide to Portfolio Management

Facilitator: *Mike Rufo, Quantum Consulting*

Presenters: *Steve McCarty, Pacific Gas & Electric*
Dan Violette, Summit Blue Consulting

Description: Recent capacity shortages, budget raids on public goods charges, and the success of energy efficiency during the California energy crisis have enhanced awareness among energy policymakers of energy efficiency as a procurement resource option. Previous evaluations of energy efficiency programs have not captured or analyzed data within this expanded role for energy efficiency. In this session, presenters will examine and clarify the monitoring and evaluation data and analyses needed for energy system

portfolio management. The presentations will focus on current approaches, recent experience, and carryover lessons learned from the earlier era of integrated resource planning.

Discussion Topics:

- What information on energy efficiency program results is needed by energy system planners and administrators for future forecasting and policymaking?
- How accurately can we spatially and temporally describe energy efficiency program results as funding is significantly expanded through procurement?

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

CC3: Integrating Demand Response and Energy Efficiency: The Good, the Bad, and the Ugly

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

Presenters: [Paul DeCotis](#), *New York State Energy Research & Development Authority*
[Jeff Schlegel](#), *representing the New England Demand Response Initiative*

Description: The purpose of this session is to discuss the potential for integrating demand response and energy efficiency into a comprehensive demand-side resource portfolio. The discussion will clarify the concepts of demand response and energy efficiency, and discuss the theoretical advantages and practical barriers to integrating demand response and efficiency. Presentations will cover real-world experience in attempting to design regulatory and market structures to facilitate the integration of demand response and energy efficiency (in New England) and in designing and delivering an actual portfolio of programs (in New York).

Discussion Topics:

- What are the practical challenges to integrating demand response and energy efficiency?
- What other real-world examples can be drawn from audience experience?
- What is the relationship between demand response and market transformation?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

CC4: Power Supplies: An Emerging Opportunity for Significant Savings

Facilitator: [Robin Clark](#), *ICF Consulting*

Presenter: [Chris Calwell](#), *Ecos Consulting*
[Andrew Fanara](#), *U.S. Environmental Protection Agency*

Discussant: [Li Tienan](#), *China Certification Center for Energy Conservation Products*

Description: Technical research has demonstrated the potential for substantial energy savings from improved power supplies. Now efforts are underway to improve our understanding of how the power supply market works and how best to capture the energy

savings potential. Building on these efforts, a series of concrete policy actions are being pursued including a standardized test procedure for measuring power supply efficiency, a draft ENERGY STAR specification for external power supplies, an international design competition, and standards proceedings in California (and pending at the federal level). This session will present the latest activities addressing power supply efficiency and explore program options for increasing market adoption of high-efficiency power supplies in a wide range of products.

Discussion Topics:

- What opportunities exist for market transformation programs addressing power supplies such as incentives and promotions?
- What are the most effective approaches for partnering with manufacturers, OEMs, and end-users?
- Are efforts underway to collect additional data on power supply energy use in residential applications? What about commercial applications?
- How does EPA plan to address power supply efficiency through ENERGY STAR? Will the program target specific products? External power supplies?