



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



*Sponsored by the
American Council for an Energy-Efficient Economy (ACEEE) and the
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PLENARY SESSION

Plenary Session

Monday, March 1

8:30 to 10:00 am

Conference Welcome

*Marc Hoffman, Executive Director, Consortium for Energy Efficiency
Steven Nadel, Executive Director, American Council for an Energy-Efficient Economy*

Market Transformation: Past, Present, and Future

Moderator: Sue Coakley, Northeast Energy Efficiency Partnerships

*Presenters: Steven Nadel, American Council for an Energy-Efficient Economy
Marc Hoffman, Consortium for Energy Efficiency
Ken Keating, Bonneville Power Administration*

Description: The opening plenary will provide an overview of the conference theme of Market Transformation: Delivering Results, and introduce many of the themes that will be discussed during the conference—what market transformation has accomplished and how it needs to adapt to respond to present and future challenges and needs. The session will feature a panel of three of the pioneers in the market transformation field discussing MT Past, Present, and Future. Steven Nadel, the Executive Director of ACEEE, will kick off the session with a talk on what we have accomplished over the past decade and the key lessons we have learned. Marc Hoffman, the Executive Director of CEE, will focus on current MT efforts, accomplishments, and challenges. Ken Keating, the Director of Market Transformation for BPA, will then discuss the Future of Market Transformation: Looking Past Our Success. All three talks will touch on the themes of program targets, accomplishments, and opportunities; the role of regional organizations and the importance of branding; and market transformation in a larger policy context. Following these talks, there will be substantial time for a discussion among the panelists and questions and comments from the audience.

Concurrent Session II

Tuesday, March 2

8:00 to 10:00 am

A. The Message-Learning Approach of Successful Marketing and Advertising Campaigns

Moderator: Kenneth James, Pacific Gas & Electric

*Presenters: Brad McCormick, Ruder Finn, Inc.
Chaz Miller, National Solid Wastes Management Association*

Description: What can the energy efficiency community learn from successful non-efficiency public education and awareness campaigns? This session will provide examples of non-efficiency campaigns (e.g., historical ad council campaigns) that successfully employed message-learning factors resulting in sustainable brand recognition by the public. These examples offer insights into how energy efficiency campaigns might best integrate message-learning factors to better engage the public in the efficiency message, further educate the public on the benefits of energy efficiency, and effectively call the public to action—to use energy-efficient measures. Presenters will cover important considerations including: who says the message; what is said; who receives the message; and how the message is delivered (e.g., television or print media). Participants will learn ways to best organize a diverse number of programs around an integrated marketing effort, barriers to planning and implementing marketing and advertising campaigns (and new program offerings), and implications for successfully branding energy efficiency nationally or at the statewide level.

B. Regional Roundup

Moderator: Marc Hoffman, Consortium for Energy Efficiency

*Presenters: Sue Coakley, Northeast Energy Efficiency Partnerships
Rick Gerardi, New York State Energy Research & Development Authority
Mona Mosser, New Jersey Board of Public Utilities
Mike Stockard, Oncor
Alecia Ward, Midwest Energy Efficiency Alliance
George Edgar, Wisconsin Energy Conservation Corporation
Ken Keating, Bonneville Power Authority
Howard Geller, Southwest Energy Efficiency Project
Steve McCarty, Pacific Gas & Electric*

Full Group Presentation

Description: Presenters will share the status of market transformation efforts around the United States and the outlook for the future. Topics will include regional headlines; key results and accomplishments; the status of energy efficiency efforts within the region, and the prognosis for market transformation in the coming years.

Concurrent Session III

Tuesday, March 2

10:15 to 11:45 am

A. Trade Ally Perspectives on How Best to Deliver Results through Market Transformation

Moderator: Steven Nadel, American Council for an Energy-Efficient Economy

Presenters: Joe McGee, Business Council of Southwestern Connecticut (no .ppt used)
Joe Howley, GE Lighting
Tom Catania, Whirlpool (no .ppt used)
Glenn Hourahan, Air Conditioning Contractors of America

Description: Representatives of firms and organizations involved in markets now on the “front burner” of market transformation efforts will share their insights. Presenters will offer their perceptions of the lessons from past work with the efficiency community and their recommendations for going forward. Each member of the panel will be asked to respond to four questions, concentrating on issues now receiving extensive discussion in the market transformation field:

- Very briefly, what have been your experiences working with energy efficiency programs?
- What aspects of working with these programs have worked from your perspective and why?
- What aspects have not worked and why didn't they work? How would you suggest solving these problems?
- Looking forward, how can energy efficiency programs and firms/industries like yours best work together?

B. Maintaining Energy Efficiency Program Funding: Lessons from the Battlegrounds

Moderator: Jim O'Reilly, Northeast Energy Efficiency Partnerships, Inc.

Presenters: Steve Cowell, Conservation Services Group
Alecia Ward, Midwest Energy Efficiency Alliance
George Edgar, Wisconsin Energy Conservation Corporation
Marty Kushler, American Council for an Energy-Efficient Economy

Description: In the last year, energy efficiency program funds have been targeted for reduction and/or diversion in Connecticut, Illinois, and Wisconsin. Through much hard work and the dedication of efficiency advocates, those cuts were averted or reduced. This session will highlight the strategies used to maintain energy efficiency funding in these states and relate these strategies to potential challenges in other states. The discussion will cover the fiscal and political context leading to state budget raids, the circumstances under which future threats may arise, and key lessons from successful efforts.

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RESIDENTIAL PROGRAMS TRACK

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

R1: Contractor Perspectives on the Business Opportunities in Whole-House Performance

Moderator: *Chandler von Schrader, U.S. Environmental Protection Agency*

Presenters: *Joe Kuonen, Comfort Diagnostics & Solutions*
Richard Kornbluth, EnTherm, Inc.

Description: A small but growing number of contractors are successfully pursuing comprehensive retrofit services as a viable business proposition. In this session, two contractors offer their insights regarding the market for comprehensive retrofit services, how they approach service delivery, and the results of their efforts to date. The presenters will give their perspectives on the attractiveness of market transformation program participation and their impressions of the most valuable forms of assistance from utility, state, and federal programs, as well as the sustainability of the business in the aftermath of program intervention.

Discussion Topics:

- What level of energy savings does your customer usually see? How do you know?
- What sort of internal quality control and/or third-party quality assurance process do you use to verify the work is high quality and consistent with industry best practices?
- The value-added services you provide must cost more than business-as-usual HVAC and insulation services. How do you communicate value to your clients so that you are able to charge a fair price and stay in business?
- What is the best way to encourage other contractors to adopt this approach? In your view, what can states and utilities do to develop both the contractor (supply) and the consumer (demand) market?

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

R2: CFL Sales: Working With Mass Merchandisers

Facilitator: *Glenn Reed, Northeast Energy Efficiency Partnerships*

Presenters: *Peter Feroi, Applied Proactive Technologies*
Pamela Fletcher, Technical Consumer Products

Description: While CFL sales have increased significantly over the past few years, particularly in markets where efficiency program administrators have actively promoted the products, many retailers still carry few, if any, full CFL product lines. In particular, a

number of mass merchandisers—including grocery stores, drug stores, warehouse clubs, and discounters—have been reluctant to stock or promote these products. In aggregate, these market channels represent over 60% of traditional incandescent lamps sales. This session will address why many of these retailers have not actively supported these products, and how these barriers can and have been overcome.

Discussion Topics:

- Inability of national chains to tailor their stocking and promotional activities to support regional market transformation efforts.
- Reluctance of supermarkets and national retail chains to participate in rebate coupon-based programs.
- Role of manufacturers in overcoming barriers to product stocking and promotion.
- Implications of lowering CFL prices—will lower profits/margins serve as a new barrier to mass merchandiser stocking and promotion, or an incentive?
- Retailer provision of sales data to track program effects and to develop market penetration estimates.

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

R3: Increasing Appliance Energy Savings by Looking Beyond ENERGY STAR

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

Presenters: [Daniel Lee](#), *LG Electronics USA*

[Rick Kallett](#), *Sacramento Municipal Utility District*

Description: In recent years, most appliance programs have focused on promoting ENERGY STAR products with an emphasis on working with trade allies and promoting the ENERGY STAR brand to consumers. As a result of these efforts, ENERGY STAR refrigerators, clothes washers, and room air conditioners accounted for about 25% of product sales and ENERGY STAR dishwashers accounted for about 50% of product sales in 2003. However, cost-effective energy savings are still possible by promoting products that exceed the ENERGY STAR specification. In this session, representatives of an appliance manufacturer and a utility will discuss technical and programmatic opportunities for increasing appliance energy savings by promoting equipment that significantly exceeds current ENERGY STAR qualification levels, but doing so in a way that complements the ENERGY STAR message.

Discussion Topics:

- What levels of cost-effective savings are possible beyond current ENERGY STAR levels?
- Are there marketing “hooks” to promote this equipment such as non-energy benefits?
- What is the program experience to date with promoting efficiency levels beyond ENERGY STAR? What are the lessons from this experience?
- How can ENERGY STAR and beyond ENERGY STAR promotions be combined or at least made complementary?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

R4: Developing a Path to Good/Best Practices in Residential HVAC Systems

Facilitators: Bill Parlapiano, New York State Energy Research & Development Authority
John Taylor, Consortium for Energy Efficiency

Presenters: Pat Murphy, North American Technician Excellence (no .ppt used)
Warren Lupson, Air Conditioning Contractors of America (no .ppt used)

Description: This session will serve as a forum to discuss key elements of a program model for best practices in residential HVAC system installation. A representative of North American Technician Excellence (NATE) will discuss the importance of technical installation and service training; share his perspective on the value of technician certification options; and explore the role of continuing education, periodic re-certification, and company accreditation. Next, a representative of the Air Conditioning Contractors of America (ACCA) will discuss business management and operations training as it relates to development of a successful best practices model.

Discussion Topics:

- How can a best practices model be incorporated into residential HVAC programs?
- What technical and business management training issues are relevant to a uniform standard?
- How can quality assurance and quality control mechanisms provide value to the contractor's business? The customer?
- What are the best methods for marketing a clear and consistent message to different stakeholder groups? How useful would this be?

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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

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INDUSTRIAL PROGRAMS TRACK

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

I1: Increasing Efficiency by Changing Management Practices: Approaches to Implementation and Evaluation in the Industrial Sector

Facilitators: *Monica Nevius, Consortium for Energy Efficiency*
Ted Jones, Consortium for Energy Efficiency

Presenters: *Jane Peters, Research Into Action*
Shel Feldman, Shel Feldman Management Consulting

Description: A number of regional industrial efficiency programs are attempting to engage upper management using diagnostic tools to help identify energy-saving opportunities and structured discussion to encourage the buy-in and involvement of corporate decision-makers. While such programs have the potential to greatly impact industrial energy use, providing a target audience with information is no guarantee that they will take action. This session will introduce examples of regional behavioral change programs that rely on diagnostic tools, and address how each has tackled the knotty problems inherent to the evaluation of such programs.

Discussion Topics:

- What evidence suggests that changing management practices will have a greater impact than focusing on decision-making by engineers and facilities personnel?
- How have programs overcome the widely recognized challenges to evaluating behavior change? How have programs defined and measured “change” in management practices?
- Have programs attempted to measure the kWh impact of their efforts, and if so, how?
- Can and should efforts to change management practices in industry be coordinated?
- How can evaluation results be used to the common benefit of all those taking these types of approaches?

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

I2: Improving Motor Management through National Partnerships

Facilitator: *Ilene Mason, Consortium for Energy Efficiency*

Presenters: *Ruth Horton, New York State Energy Research & Development Authority*
Rob Boteler, Emerson Motors

Description: This session will focus on current efforts to build cooperative relationships among key stakeholder groups at the national level (e.g., energy-efficiency programs,

motor manufacturers, motor service providers, DOE, and EPA) in order to increase the effectiveness of regional and local programs. The assumption is that programs will be more effective when customers receive compatible messages from multiple stakeholders. The session will highlight the MDM campaign (Phase 2, *1-2-3 Approach to Motor Management* tool, etc.) and the Northwest Energy Efficiency Alliance's program approaches for 2004 and beyond. The presenters will inform the session participants about the Motor Decisions Matter campaign, including its plans for Phase 2 (2004–2006) and present opportunities to utilize MDM tools and other offerings.

Discussion Topics:

- What is the best way to secure senior management support for proactive motor management?
- What advantages do you see in coordinating among EASA, NEMA, and CEE members to approach industrial customers about the benefits of motor management? Is it worth the trouble? If so, what is the best way to organize that effort?
- What are the benefits of tying motor efficiency and motor management into the broader issue of energy management? Is this a more effective approach?
- What are your program goals with regard to motor efficiency and management?
- How might the MDM campaign help your program to meet those goals?

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

I3: Focus on Pump Systems: Trends and Opportunities within the Pump Industry

Facilitator: Neal Elliott, American Council for an Energy-Efficient Economy

Presenter: Bill Taylor, ITT Fluid Power
Tom Giffin, Science Applications International Corporation

Description: The purpose of this session is to advance the ongoing dialog regarding the next step in pump system market transformation programs. To that end, the session will identify the energy efficiency opportunities in pump systems, describe possible pump system market transformation approaches including a discussion of possible roles for different stakeholder groups, and explore industries' motivations for participation in a market transformation initiative.

Discussion Topics:

- What stakeholder groups need to be engaged in the process of creating an initiative?
- How could state/regional MT programs interface with a nationally focused industry?
- Should an initiative target specific end-user groups (e.g., pulp and paper, chemicals, or food processing) or be broadly applications based?
- Does sufficient technical expertise currently exist in the market? Who can provide the expertise? If not, how should it be developed?
- What should the role of training be in the initiative? Should it be targeted at the end-user or the service provider?
- Does the industry currently possess information or tools that could be used immediately by local MT programs?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

I4: Partnering for Increasing Energy Efficiency in the Water and Wastewater Sectors

Facilitator: Janet Joseph, New York State Energy Research & Development Authority

*Presenters: Tom Giffin, Science Applications International Corporation
Derrick Rebello, Quantum Consulting
Ken Kirk and Chris Hornback, Association of Metropolitan Sewerage Agencies (no .ppt used)*

Description: This session will build on the discussion of opportunities in water and wastewater held during the 2003 Market Transformation Symposium. The session will take the next step in outlining connections between the energy efficiency community and the water and wastewater sectors. Water and wastewater experts will engage with energy efficiency program implementers and other interested stakeholders to determine the needs of the water and wastewater community and the best market transformation approaches to meet those needs.

Discussion Topics:

- What are the market transformation opportunities in the water and wastewater sector?
- What are the key issues facing the water and wastewater communities?
- What does the efficiency community need to know to design and implement effective programs for this sector?
- What are the key barriers to increased energy efficiency in the sector?
- Who are the most appropriate people to reach out to within the water and wastewater community?
- What motivations can be effective to encourage water and wastewater operators to participate in a market transformation initiative?

Discussion Topics:

- What are the typical non-energy benefits in the industrial sector and what is the magnitude of these benefits?
- How are the non-energy benefits in this sector quantified?
- How do we engage industry in an energy efficiency discussion?
- How can energy efficiency in the industrial sector be effectively modeled and how can the true benefit of the improvements be represented?
- How do we interpret the results of energy efficiency models for program development?

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

E3: Evaluating Information, Education, and Training Programs

Facilitator: Elizabeth Titus, Northeast Energy Efficiency Partnerships

*Presenters: Rose Woods, Skumatz Economic Research Associates, Inc.
Lori Megdal, Megdal & Associates*

Description: This session will present examples demonstrating how information and education/training programs can be evaluated. Presenters will explore the effectiveness of education and training, both in terms of long-term perspectives (e.g., how frequently is training needed to reach a target audience that turns over or forgets), the goals of training (e.g., how much follow-up action by trainees is assumed or expected), and issues surrounding assessment of the effectiveness of training. The presenters will review lessons learned from the evaluation of various types of information, education, and training programs.

Discussion Topics:

- How does our ability to evaluate the effectiveness of education and training influence program design and administration?
- What indicators or measures have proven useful in determining the effectiveness of education and training?
- What lessons have we learned about defining and recruiting target audiences for education and training?
- How are issues of "persistence" (i.e., trainees' retention of messages) and turnover in the target audience addressed by education and training programs?
- To what extent do education and training programs intend, expect, and/or assume follow-up actions by trainees?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

E4: The Role of Evaluation Frameworks and Methodology in Broader Decision Making

Facilitator: Devra Bachrach, Natural Resources Defense Council

*Presenters: Marian Brown, Southern California Edison
Nick Hall, TecMarket Works*

Description: In this session, presenters will describe the recent work to establish new evaluation frameworks for energy efficiency programs in California that addresses the information needs for regulatory program review, program implementation, and the Integrated Energy Action Plan for California. The presentations and discussions will help participants gain a better understanding of how the frameworks serve as decision-making roadmaps and how they inform future energy efficiency program evaluation.

Discussion Topics:

- What is the logic for developing the framework methodologies?
- Is the development of these frameworks necessary?
- How can these frameworks best address the needs of policymakers, program administrators, and implementers?

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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?