





*Concurrent Session II*

*Tuesday, March 15*

*8:00 am to 10:00 am*

**A. Regional Roundup: A Regional Look at Opportunities to Use MT to Achieve Mutual Objectives**

*Moderator: Marc Hoffman, Consortium for Energy Efficiency*

*Group Presentation in one PDF*

*Presenters: Susan Coakley, Northeast Energy Efficiency Partnerships  
Ruth Horton, New York State Energy Research & Development Authority  
Fred Lynk, Public Service Gas & Electric  
Wendy Jaehn, Midwest Energy Efficiency Alliance  
Mike Stockard, TXU Electric Delivery  
Howard Geller, Southwest Energy Efficiency Project [invited]  
Jeff Harris, Northwest Energy Efficiency Alliance  
Gene Rodrigues, Southern California Edison*

*Description:* Participants in this session will hear regional reports from around the U.S. identifying goals, resources, and constraints for energy efficiency programs. The presentations will help the audience understand the commonalities and differences among regional programs and to identify market transformation opportunities in each region. Specific topics to be addressed include goals and targets of regional energy policy for efficiency programming, financial resources, regulatory policy, program criteria (e.g., the role of market effects in program assessment), top programmatic priorities, and the prognosis for the future of energy efficiency.

**B. Next Big Ideas**

*Moderator: Harvey Sachs, American Council for an Energy-Efficient Economy*

*Presenters: Marci Sanders, Northwest Energy Efficiency Alliance  
Jim Lutz, Lawrence Berkeley National Lab  
Jim Broderick, U.S. Department of Energy  
Steve Lacey, Energy Trust of Oregon  
Gregg Ander, Southern California Edison  
Jay Santos, Facility Dynamics*

*Description:* Technology development and dissemination is a continual process. As the technologies and practices we are now promoting become commonplace, new energy-saving technologies will arise to replace them. This session will introduce some of the most promising technologies and practices coming down the pike, including automated building diagnostics, air conditioners and heat pumps optimized for different climates, solid-state lighting, heat pump water heaters, advanced gas water heaters, cool roofs, and strategies for better selling industrial energy management practices.

*Concurrent Session III*

*Tuesday, March 15*

*10:30 am to 12:00 pm*

**A. News from the North: Breaking Down International Barriers for MT**

*Moderator: Marc Hoffman, Consortium for Energy Efficiency*

*Presenters: Anne Wilkins, Natural Resources Canada  
Patrick Mathot, BC Hydro  
Walter Matias, Enbridge Gas*

*Description:* This session will explore opportunities for international collaboration, specifically opportunities for the U.S. and Canada to work together towards market transformation goals. Speakers will provide an overview of current and planned Canadian national, provincial, and utility market transformation programs and activities; discuss similarities and differences with U.S. market transformation efforts (e.g., the role of the Kyoto protocol and environmental agenda in market transformation, the role of ENERGY STAR branding in Canadian efforts); and consider opportunities for collaboration between the U.S. and Canada.

**B. Securing Funds for Energy Efficiency: Strategies that Work with Regulators**

*Moderator: Maureen McNamara, U.S. Environmental Protection Agency*

*Group Presentation in one PDF*

*Presenters: Richard Spellman, GDS Associates  
Michael Winka, New Jersey Clean Energy Program  
Richard Cowart, Regulatory Assistance Project*

*Description:* Panelists in this session will cover strategies for securing and maintaining funding for energy efficiency programs. Potential topics for discussion include funding mechanisms; cost-benefit tests; overcoming utility resistance, industry resistance, and ratepayer advocate objections to various funding mechanisms; developing “raid-proofing” and other political strategies.

**2005 National Symposium on Market Transformation**  
**“Market Transformation: Expanding Boundaries”**

**RESIDENTIAL PROGRAMS TRACK**

*Working Session I*

*Monday, March 14*

*1:30 to 3:00 pm*

**R1: New Homes: Adjusting to Increased Baselines**

*Facilitator:* Andrew Fisk, New York State Energy Research & Development Authority

*Presenters:* Sam Rashkin, U.S. Environmental Protection Agency  
Nathan Yost, 3D Building Solutions

*Description:* Many of the baselines for measuring energy performance in new homes are increasing (e.g., stronger building codes, changes to HERS, new ENERGY STAR specifications, etc.). This session will explore the ways that program marketing and other features can evolve to respond to these changes and the potential measures that are most promising for meeting increased baselines. Presenters will summarize the new thresholds for the ENERGY STAR Homes program (effective in 2006) as well as new companion labels for building science and IAQ developed by EPA and introduce the Environments for Living program, a contractor-led effort to engage builders and consumers in higher performance homes.

*Discussion Topics:*

- What do the increased baselines mean for efficiency programs? What role can efficiency programs play in expanding the various programs at the regional level?
- What are the key opportunities for improving energy savings in new homes?
- What are builders and other private sector players doing to respond to increased baselines and how can programs tap into this activity?
- What is the motivator for builders to participate in these programs and how can efficiency programs support program outreach?

*Working Session II*

*Monday, March 14*

*3:30 to 5:00 pm*

**R2: Fixtures vs. Lamps: Which Should We Be Emphasizing?**

*Facilitator:* Kelly Gordon, Pacific Northwest National Lab

*Presenters:* Ken Keating, Bonneville Power Administration  
Stephen Blackman, American Fluorescent Lighting

*Description:* Both screw-in CFLs and pin-based fixtures have important roles to play in transforming the residential lighting market. With limited resources, which technologies should efficiency programs promote? This session will synthesize the varied experience with dedicated CFL fixtures and screw-in CFLs and provide a balanced overview of the advantages and disadvantages of each. A speaker from the Northwest will discuss efforts to promote screw-in lamps in their region; then a lighting fixture manufacturer will

discuss directions in energy-efficient fixture design and how his firm came to believe in the importance and profitability of designing specifically for pin-based CFLs.

*Discussion Topics:*

- What are the trends in CFLs and fixtures over the next few years?
- What emphasis do efficiency programs place on quality assurance in addition to customer rebates?
- What has been the experience to date with the ENERGY STAR Advanced Lighting Package?
- What are the issues related to screw-in lamps: pricing, quality, reflector lamps?
- What approaches can be taken to make fixture promotion programs more cost-effective?

*Working Session III*

*Tuesday, March 15*

*1:15 to 2:45 pm*

**R3: Consumer Trends: The Growing Appetite for Bigger Homes/ More Appliances – Implications for Efficiency Programs**

*Facilitator: Marci Sanders, Northwest Energy Efficiency Alliance*

*Presenters: J.B. Hoyt, Whirlpool Corporation  
Michael Laurence, U.S. DOE Energy Information Administration*

*Description:* This session will explore the market drivers fueling the trend for more and bigger homes and appliances, discuss the energy implications, and create an initial dialog among the efficiency community on actions we can take in response. To start the discussion, we will hear an appliance manufacturer's perspective on the leading market trends and drivers; then a representative from EIA will discuss the impact of these trends based on their analysis of residential energy consumption patterns. Finally, participants will be asked to share their views on the role for energy efficiency programs in addressing these trends.

*Discussion Topics:*

- To what extent, if any, do efficiency programs drive consumers to do more with the same amount of energy rather than doing the same with less energy?
- How are additional product features and new methods of product differentiation driving manufacturers' sales and consumers' appetites?
- What are the energy implications of expanding home sizes, larger appliances, growing saturations, and new end-uses?
- Should the efficiency community get involved in efforts to address overall consumption in response to these trends?
- How can programs be modified to address these issues? (e.g., absolute caps rather than percent improvement over standards, changes in marketing messages, education)
- What new program strategies and business models will allow us to address these trends while maintaining viability for manufacturers and builders?

*Working Session IV*

*Tuesday, March 15*

*3:00 to 4:30 pm*

**R4: The Face of HVAC Programs in 2007: Implications of Proposed ENERGY STAR Specifications**

*Facilitator:* John Taylor, Consortium for Energy Efficiency

*Presenters:* Rachel Schmeltz, U.S. Environmental Protection Agency  
David Manoguerra, Pacific Gas & Electric

*Description:* New federal standards for central air conditioners and heat pumps take effect in 2006 and EPA recently released proposed changes to the ENERGY STAR specification for these products. In this session, participants will learn more about the new standards and ENERGY STAR specifications and how they will influence energy efficiency program efforts targeting this equipment. In particular, discussion will focus on the issue of quality installation practices within the ENERGY STAR spec and efficiency program strategies.

*Discussion Topics:*

- How will the new federal standard affect the residential HVAC market?
- What is the rationale behind the proposed ENERGY STAR specification revision?
- Who would verify and label ENERGY STAR systems under the new spec?
- What are the costs and benefits of addressing installations within the ENERGY STAR program?
- What strategies will be used to ensure the ENERGY STAR brand's integrity is maintained?
- What are manufacturer and contractor perspectives on the proposal?



designing to a percentage above code; NBI's E-benchmark; EPA's national energy performance rating system – Target Finder; and U.S. GBC's Leadership in Energy and Environmental Design (LEED). Specific topics to be covered include architects' views of how efficiency programs can help them design more efficient buildings, additional options for achieving better performance in building design and operation, and lessons from the green building movement.

*Discussion Topics:*

- Are the approaches and tools to define energy performance working effectively together? Do they need to be better aligned?
- Are the current approaches enough to define a high performance building? If not, what additional elements are needed to define high performance?
- Is there a need for a more consistent definition of energy performance in new construction?
- What does the architectural community need and value?
- Does designing to a percentage above code equate to operational performance results?
- Are we encouraging whole building energy design that accounts for all energy loads?

*Working Session III*

*Tuesday, March 15*

*1:15 to 2:45 pm*

**C3: Targeting Commercial Buildings in Energy-Intensive Sectors: Hospitals and Food Service Facilities**

*Facilitator:* [Jean Lupinacci, U.S. Environmental Protection Agency](#)

*Presenters:* [Skip Schick, Northwest Energy Efficiency Alliance](#)  
[Afroz Khan, Consortium for Energy Efficiency](#)

*Description:* Energy-intensive sectors present good opportunities for energy savings. This session will address two target sectors—hospitals/healthcare and food service facilities—to provide examples of successful program strategies or strategies under development for working with these sectors and explore how we might better address these opportunities in a coordinated fashion.

*Discussion Topics:*

- What other strategies or approaches are being used to work with these sectors?
- Who are the key decision makers in these sectors and what drivers influence them?
- What is the value of a market sector approach over traditional technology approaches? What other organizations and utilities are taking this approach?
- Does it make sense to coordinate efforts across energy-intensive sectors? If so, in what ways could we elevate the energy efficiency community's focus in these areas?

*Working Session IV*

*Tuesday, March 15*

*3:00 to 4:30 pm*

**C4: Charting the Course: Moving Together Towards Whole Building Performance**

*Facilitator: Mark Tuffo, Northwest Energy Efficiency Alliance*

*Presenters: Denise Rouleau, Consortium for Energy Efficiency  
Anita Hagspiel, National Grid*

*Description:* This session seeks to bring together various parties to discuss the vision and the activities that would be needed to design energy efficiency programs to better address the building as a system. The concepts to be discussed include: 1) featuring ENERGY STAR as a platform, 2) examples of how some organizations have designed programs to address whole building performance, and 3) identifying needed changes so that programs can more effectively move in this direction.

*Discussion Topics:*

- What are the pros and cons of shifting program design to whole building performance (versus individual technology change-outs)?
- What have some of the program operators who have piloted this concept found as challenges and how have they or are they overcoming them?
- Do we have to arrive at a common definition (criteria or measure) for whole building performance?
- What should the end goal of such a program be?
- What are key next steps for EPA? CEE? Individual program operators?
- What is the value of getting on the same page—having a shared vision?
  - As a group what benefits do we bring to the table?
  - As a group why would industry/allies want to work with us?



water/energy projects that the water efficiency and energy efficiency communities could develop and implement together.

*Discussion Topics:*

- In what areas are saving water and saving energy symbiotic and where may there be trade-offs?
- What are some potential MT strategies for water efficiency, and how are they the same or different from MT strategies for energy efficiency?
- What are some concrete suggestions for more closely linking energy efficiency and water efficiency?
- What kinds of water/energy projects should the water and energy efficiency communities pursue together?

*Working Session III*

*Tuesday, March 15*

*1:15 to 2:45 pm*

**I3: Industrial Sector Strategies**

*Facilitator: Anna Shipley, American Council for an Energy-Efficient Economy*

*Presenters: Ken Self, Aspen Systems  
John Carberry, Dupont*

*Description:* Across the U.S., there is a great diversity in the industrial sector. By targeting the most attractive industrial market sectors, program implementers can maximize the cost-effective energy savings from their industrial initiatives. In this session, participants will review the most important criteria in selecting target sectors, learn more about the sector approach being used in Oregon, and hear the perspective of a large industrial customer.

*Discussion Topics:*

- What is being done to identify the best targets for industrial sector programs in other regions?
- How can Oregon's approach be transferred successfully to other regions?
- Are there general lessons for regions with a vastly different industrial mix?
- How would industry like to work with efficiency programs to address opportunities in their sectors?

*Working Session IV*

*Tuesday, March 15*

*3:00 to 4:30 pm*

**I4: Exploring a National Approach to Promoting ASDs in C&I Applications**

*Facilitator: Ilene Mason, Consortium for Energy Efficiency*

*Presenters: Mike Offik, Rockwell Automation & Ted Jones, Consortium for Energy Efficiency*

*Discussants: Walt Kozikowski, National Electrical Manufacturers Association  
Keith Strausbaugh, Schneider Electric*

*Description:* This session will review recent advancements in adjustable speed drive technology and present the implications of drive advancements on efficiency program design and delivery. Speakers will discuss the extent of ASD adoption in today's marketplace and explore effective approaches for continued promotion of the technology. Prior to open discussion, participants will hear from an industry representative on recent developments in ASD technology and the market for ASDs, and from a program administrator on approaches, challenges, and program efficacy.

*Discussion Topics:*

- How has the market for ASDs advanced in recent years?
- What software tools and other resources are being used to identify, assess and design potential drive applications?
- What is the continued opportunity for public benefits programs in both retrofit and new equipment applications?
- What are the remaining barriers to widespread adoption? Lack of awareness? Continuing misperceptions? Overcoming past mistakes?

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**EVALUATION AND MARKET RESEARCH TRACK**

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

**E1: Evaluation Results: Building the Case for Market-Based Programs**

*Facilitator:* *Maureen McNamara, U.S. Environmental Protection Agency*

*Presenters:* *Miriam Goldberg, KEMA Inc.*  
*Ken Keating, Bonneville Power Administration*

*Description:* This session will provide an overview of studies that together build the case that market transformation programs are an important part of the energy efficiency portfolio. Each speaker will be asked to build the case for market transformation and/or market-based program delivery based on existing surveys and studies and to identify what, if anything, is missing from the portfolio of evaluation knowledge (e.g., causality, spillover, control group).

*Discussion Topics:*

- Discussion will focus on findings and issues from these studies of interest:
  - CEE ENERGY STAR household survey, time series
  - NYSERDA Energy Smart Annual Report (and supporting evaluations)
  - California Market Characterization and Program Activity Tracking Studies
  - California Best Practices Study
  - Others identified by session participants

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

**E2: Motivating Residential Customers: What Works?**

*Facilitator:* *Karen Horkitz, Northwest Energy Efficiency Alliance*

*Presenters:* *Cindy Jolicoeur, Marketing Drive Worldwide*  
*Lisa Skumatz, SERA, Inc.*

*Description:* As consumer product marketers have long known, identifying and effectively addressing the most important motivations and needs of potential customers is critical to market success. Promotional techniques also must effectively reach potential customers in order to effect behavioral change. MT program success is likewise dependent on identifying and effectively addressing the motivations and needs of potential customers. This session will touch on the most motivating features/non-energy benefits for various products and residential programs, the deeply-held attitudes and

beliefs that affect consumer purchase decisions, effective messaging, and successful promotional techniques for motivating behavioral change.

*Discussion Topics:*

- What are effective technique(s) for identifying customer motivations?
- What effective promotional techniques can be used in MT programs?
- How can we establish consumer relevance?
- What are some suggested changes in the approach we use for residential program outreach, design, and targeting?
- How should we incorporate learning on customer motivations into marketing strategy and tactics (e.g., messaging)?

*Working Session III*

*Tuesday, March 15*

*1:15 to 2:45 pm*

**E3: The Latest in Cost-Effectiveness Screening for MT**

*Facilitators: Monica Nevius, Consortium for Energy Efficiency  
Paul DeCotis, New York State Energy Research & Development Authority*

*Presenters: Helen Kim, New York State Energy Research & Development Authority  
Jeff Harris, Northwest Energy Efficiency Alliance*

*Description:* This session will highlight the recent efforts of two leaders in market transformation program evaluation to improve their measurement of market effects. The presenters will describe and provide examples of the approaches used to assess the cost-effectiveness of market transformation programs. The short presentations by panelists will be used to spur discussion and debate over the appropriateness of selected approaches, highlighting their strengths and weaknesses and advantages and disadvantages for assessing the cost-effectiveness of market transformation programs.

*Discussion Topics:*

- To what degree are the two approaches presented applicable to other states' programs?
- To what extent can market transformation program approaches be categorized in a way that is meaningful for program evaluation? Do different categories of MT program approaches require different evaluation approaches?
- Which of these approaches is best to use when determining the cost-effectiveness of various categories of market transformation programs?
- What benefit would be afforded from standardization of definitions and approaches to measurement?
- How well are policy objectives being matched with measures of market effects? Which measures seem to be best suited for a given policy and why?

*Working Session IV*

*Tuesday, March 15*

*3:00 to 4:30 pm*

**E4: Energy Efficiency Program Best Practices: What Have We Learned?**

*Facilitator: Kenneth James, Pacific Gas & Electric*

*Presenters: Mike Rufo, Quantum Consulting  
Karen George, Primen Inc.*

*Description:* The purpose of this session is to describe two recent national efforts to determine best practices for the elaboration, implementation, and evaluation of energy efficiency programs. First, the audience will hear big picture results from the California study which looked at best practices across customer segments and programmatic elements (design, implementation, and evaluation). The second speaker will describe an effort to identify best practices for small business programs through a national survey of program managers.

*Discussion Topics:*

- Is this type of study useful for program designers and implementers? Do these studies provide good value for the money?
- What are the most viable ways to pursue these types of analyses in the future?
- How can study findings be incorporated into program design?



*Description:* This session will discuss successful strategies for engaging the participation of the hard-to-reach small commercial customer. The first presenter will describe a program in California which has overcome the key market barriers that have traditionally proved this segment so difficult to engage, and discuss successful outreach methods. The second presentation will describe a study conducted in Massachusetts detailing ways to successfully market programs and reach out to the hard-to-reach non-English speaking business customer. Both presentations will include strategies and tips to penetrate two distinct hard-to-reach customer segments.

*Discussion Topics:*

- What can we learn from other hard-to-reach segments? It seems that many of the strategies described can also be transferred to other customer segments (residential, low income).
- What other market research has been done in other parts of the country on hard-to-reach customers?
- What are some unsuccessful strategies of approaching the hard-to-reach business customers that others have explored?
- Are we correctly defining hard-to-reach customers?
- Is HTR just another utility customer segment, or does it present a different set of challenges to serve?

*Working Session III*

*Tuesday, March 15*

*1:15 to 2:45 pm*

**CC3: State Appliance Efficiency Standards: Impacts on Market Transformation**

*Facilitator:* Jim O'Reilly, Northeast Energy Efficiency Partnerships

*Presenters:* Steven Nadel, American Council for an Energy-Efficient Economy  
Glenn Reed, Northeast Energy Efficiency Partnerships

*Description:* This session will illustrate the tie between appliance efficiency standards and market transformation programs, examine opportunities for standards to assist market transformation efforts, and help advance a research and development component to market transformation programs. Presenters will provide updates on the progress of national standards (including agreements with industry), standards efforts at the state level, and the implications for standards at the state and national level on market transformation programs.

*Discussion Topics:*

- What are the new products for which standards are being developed and how will these new products impact market transformation programs?
- What are the potential conflicts between voluntary energy efficiency programs and efforts to set new regulations (i.e., product standards) for the same products? What can be done to minimize negative impacts?
- What is the role of ratepayer-funded research and development for new product appliance standards?

- How can other regions of the country fund R&D work through ratepayer-funded energy efficiency programs as part of a market transformation strategy?
- Is it best to pursue a regional research strategy in order to exploit a larger market share?

*Working Session IV*

*Tuesday, March 15*

*3:00 to 4:30 pm*

**CC4: Energy and the Environment: The Role of Energy Efficiency in Regional Environmental Initiatives**

*Facilitator: George Edgar, Wisconsin Energy Conservation Corporation*

*Group Presentation in one PDF*

*Presenter: Dale Bryk, Natural Resources Defense Council  
Rich Cowart, Regulatory Assistance Project*

*Description:* Energy efficiency has an emerging role as a key element in regional environmental initiatives. This session will introduce current regional efforts and discuss the real-world opportunities and obstacles to energy efficiency as an effective and crucial element in such efforts. Speakers will focus on efforts to integrate energy efficiency into carbon initiatives. While the presentations will focus on efforts in New England, the discussion will be relevant to other regions. After a brief overview of the Regional Greenhouse Gas Initiative and the New England Governor's Conference/Eastern Canadian Premiers efforts, the discussion will focus on the obstacles to and potential means to integrate energy efficiency efforts as a mean of compliance with carbon reduction targets (and by extrapolation other appropriate environmental compliance efforts).

*Discussion Topics:*

- How can the need for effective M&V for energy efficiency efforts be met?
- What is the role for public benefits programs in environmental compliance programs?
- What are the obstacles to energy efficiency as a key component of environmental compliance initiatives?
- How can the real value of energy efficiency efforts be assessed?