



Efficiency Programs – Moving Away From the Rebate Model

ACEEE / CEE

2009 Market Transformation Symposium:

The Changing Face of Market Transformation

March 29-March 31, 2009

Background

- Market transformation programs have evolved over time
 - engaging the marketplace with technical assistance
 - providing sector-based services focused on the value proposition
 - offering financial strategies (including rebates)
 - improving supply-chain and delivery mechanisms
 - influencing consumer buying behavior
- This session will explore two comprehensive and innovative market transformation portfolios – Pacific Gas & Electric Company and Wisconsin's Focus on Energy

Speakers

- Mindy Guilfoyle (mguilfoyle@franklinenergy.com)
 - Commercial Sector Technical Manager for Wisconsin Focus on Energy
- Duane Larson (dfl2@pge.com)
 - Director of Portfolio Implementation at Pacific Gas and Electric Company
- Mark Eggers (mse@nyserda.org)
 - NYSERDA

Discussion Topics

- Are you organized internally to most effectively identify marketplace patterns and intervention opportunities?
- Do you actively consider the value proposition?
- Are you effectively engaging Advisory and stakeholder groups in designing a program?
- Are you identifying market leaders early on to help you pull the overall market along?
- Do you have a timeline for when you expect your strategies to take hold and produce results?
- How will you measure success and attribute savings?
- Can you transfer the formative attributes of successful strategies to other regions?