



# Energy Efficiency as a Resource Conference Program — *Tentative*

Grand Hyatt Denver | Denver, CO | October 7–9, 2025

## Tuesday, October 7

2:00 – 7:00 pm      Registration      Mt. Elbert A and Pikes Peak Pre-function

3:00 – 5:00 pm      Concurrent Workshops

**Residential Thermal Energy Storage for Load Shifting: A Collaborative Ideation Session on Utility Strategies to Deliver Value to Customers and the Grid**      Mt. Elbert A

Thermal Energy Storage (TES) can enable load shifting of heating and cooling loads in buildings, helping utilities free up peak electricity for strategic priorities such as manufacturing or data centers, while helping customers save on their electric bills. We will summarize the latest research on the state of utility TES deployment, then bring together the expertise of the attendees to identify possible improvements to programs, rates, incentives, or other solutions that can help customers and utilities capture the benefits of residential TES.

Speakers: **Matt Malinowski**, Buildings Director; American Council for an Energy-Efficient Economy

*Available as an add-on to registration. Cost: \$50.*

**Closing the Equity Gap in Utility Energy Efficiency Programming**      Mt. Blue Sky

Research suggests that low- to moderate-income (LMI) customers are often underserved by most utility energy efficiency programs, despite having the greatest financial need. This workshop will convene utility program administrators and implementers to share best practices and case studies related to scaling low-income energy efficiency programs effectively. ACEEE moderators will present short introductions to a range of challenges in LMI programming, highlight utility successes, and facilitate breakout discussions. All workshop participants will receive a written summary of findings and key themes following the event.

*Available as an add-on to registration. Cost: \$25.*

5:00 – 7:00 pm      IEPEC/EER Joint Reception      Capitol Peak Ballroom

## Wednesday, October 8

7:00 am – 7:00 pm      Registration      Colorado Foyer

7:00 – 8:15 am      Breakfast      Aspen Ballroom

8:30 – 9:45 am      **Welcome & Keynote: Spotlight on Colorado Energy Policy Leadership**      Colorado Ballroom

9:45 – 10:00 am      Networking Break      Colorado Foyer

10:00 – 11:30 am	Plenary Panel – Regional Roundup	Colorado Ballroom
11:30 – 12:45 pm	Lunch & Keynote: Integrative Policy Strategies in Illinois to Deliver Efficient and Affordable Energy to Consumers	Aspen Ballroom
12:45 – 1:45 pm	Concurrent Sessions	
1A. Intelligent and Efficient Approaches to Data Centers		Mt. Sopris A
Future-Proofing Data Centers: Advanced Strategies for Energy Efficiency in an AI World <b>Andrew Volent</b> , Guidehouse		
Data Centers: Power Needs and Clean Energy Challenges <b>Howard Geller</b> , SWEEP		
2A. Technical and Programmatic Approaches to Flexible Load Programs		Mt. Sopris B
Flex Appeal: Optimizing Consumer Outreach Strategies for Load Flexibility <b>Sarah Outcault</b> , UC Davis Western Cooling Efficiency Center		
Value Framework and Strategies for Cost-Effective Approaches for Connected Communities – A Case Study in Tennessee <b>Sivakumar Sankaranarayanan</b> , Electric Power Research Institute		
Electrical Service Upgrade Avoidance through Intelligent Power Management Technologies <b>Keith Cronin</b> , VEIC		
3A. Innovative State Policy for Efficiency and Electrification		Colorado A
EER(S): Energy Efficiency Resource Standards to Achieve Multiple Goals <b>Natalie Mims Frick</b> , Lawrence Berkeley National Lab		
Assessing IL Energy Efficiency Electrification Policies and their Impacts on Utility Programs <b>Charles Ampong</b> , Guidehouse		
Colorado's Beneficial Electrification Policies and Programs <b>Ramón Alatorre</b> , Southwest Energy Efficiency Project		
4A. Addressing Unaffordable Energy: Maximizing Impacts of Energy Efficiency Programs		Colorado B
WA State Climate Commitment Act (CCA) Home Electric Appliances Rebates (HEAR) (Original: Braiding State and Utility funding to maximize impacts for vulnerable customers) <b>Allison Grinczel</b> , Snohomish County PUD		
From Neighborhoods to Homes: Comparing Zonal and Household Approaches for Equitable Electrification <b>Alison Thompson</b> , Resource Innovations		
1:45 – 2:30 pm	Networking Break	Colorado Foyer
2:30 – 3:30 pm	Concurrent Sessions	

## 1B. Demand-Side Strategies for Mitigating Load Growth

Mt. Sopris A

Maximizing Virtual Power Plants & Distributed Energy Resources to Support Load Growth

**Steven Clarke**, Ceres

From Substation to Plug Load: Expanding DSM Planning to Meet Accelerating Demand

**Sarah Spencer-Workman**, CLEAResult

Explosive Load Growth (late breaking ACEEE)

**Forest Bradley-Wright**, American Council for an Energy-Efficient Economy (ACEEE)

## 2B. Using AI to Improve Program Delivery

Mt. Sopris B

Advancing Energy Efficiency and Grid Resilience with AI and Thermal Energy Storage

**James Bell**, Viking Cold Solutions

Overcoming DSM Silos with the Power of AI Integrated Behavioral Treatments

**Jeff Rouser**, Franklin Energy

Virtual power plants and their role in tackling present and future challenges in the Pacific Northwest grids

**Froylan Sifuentes**, Western Washington University

## 3B. Programs and Regulation: Delivering Affordable Efficiency and Flexibility

Colorado A

From Buzzword to Backbone: The State of Demand Flexibility as a Resource

**Jennifer Szaro**, AESP

Charting What's Next: Aligning Oregon's Energy Strategy with the Full Potential of Efficiency

**Amanda Welch**, Oregon Department of Energy

## 4B. Leveraging Community Partnerships to Deliver Effective Energy Efficiency Programs

Colorado B

From Kilowatts to Community: How Local Efficiency Markets Deliver Grid Value and Equitable Impacts

**Reid Leiter**, Recurve Analytics

Driving Utility Energy Efficiency Program Participation Through Community Partnerships

**Devan Willemsen**, Eversource

Energy Upgrade: A Community-centered Efficiency Strategy

**Casey McCabe**, Sarasota County UF/IFAS Extension and Sustainability

3:30 – 4:00 pm

Networking Break

Colorado Foyer

4:00 – 5:00 pm

Concurrent Sessions

## 1C. Policy Strategies for Scaling Efficient Electric Solutions in the Industrial Sector

Mt. Sopris A

Industrial Electrification Panel

**Andrew Hoffmeister**, American Council for an Energy-Efficient Economy (ACEEE)

## 2C. Evaluation Strategies for Today's Demand-Side Management Challenges

Mt. Sopris B

Evaluating Clean Energy Transition: Coordination and Collaboration

**Nick Warnecke**, Ameren Illinois

**Seth Craigo-Snell**, SCS Analytics

Better Understanding of Customers and Energy Use through Quantile Demographic Analyses

**Gregory Romine**, Eversource

Innovative TRM Characterizations to Advance Decarbonization, Load Flexibility, and Equity

**Benjamin Plotzker**, VEIC

## 3C. Quantifying Efficiency's Non-Energy Benefits

Colorado A

Beyond Energy Savings: Valuing Indoor Air Quality Impacts for Priority Programs

**Thomas Olson**, Consortium for Energy Efficiency

Cutting the Cord - Enabling Non-Wires Solutions in Connecticut

**Iain Kerr**, Dunsky Energy + Climate

How to integrate GHG into utility efficiency programs

**Mike Specian**, American Council for an Energy-Efficient Economy (ACEEE)

## 4C. Addressing Unaffordable Energy: Reaching Customers

Colorado B

From Awareness to Trust: Driving Participation in Income-Eligible Multi-Family Energy Programs

**David Hernandez**, Commonwealth Edison

**Paula McGuire-Rowe**, Elevate

Energy Concierge: Empowering Income-Eligible Customers to Improve Energy Affordability

**Simon Geraghty**, CLEAResult

Cape & Vineyard Electrification Offering: A Turnkey Electrification Model for Underserved Communities

**Briana Kane**, Cape Light Compact

5:00 – 7:00 pm

Reception & Poster Session

Colorado Foyer

### Poster Presentations

Workforce as a Resource: Scaling Equity and Efficiency through Immersive Technology

**Kaila Campos**, Green Workforce Collaborative

An Analysis Framework for Grid Planning and Demand-Side Strategy Evaluation

**Tanushree Charan**, NREL

Transforming Humidity Management: Advanced DOAS Technology as an Untapped Energy Efficiency Resource for Commercial Buildings

**Ralph DiNola**, Building Insights Group

Investigation of return-to-primary Central Heat Pump Water Heating System

**Ahmed Elatar**, Oak Ridge National Laboratory

From Intention to Impact: The Power of Concierge Services in an Equitable Energy Transition

**Karina Gaft-Azcue**, CET

Smart Cities Start with Smart Buildings: EcoSphere and the Optimization Core for Granular Urban Efficiency and Emissions Reduction

**Siavash Ghorbany**, University of Notre Dame

Customer Segmentation through Heating and Cooling Energy Disaggregation

**Xavier Hayden**, VEIC

Energy Burden in South Carolina: A Geospatial Approach to Affording Energy Equity

**Dylan McGuire**, Coastal Conservation League

Practical Significance vs. Statistical Significance for Evaluation of Residential Behaviour Programs: A Need to Update the Evaluation Protocols

**Hugh Peach**, H Gil Peach & Associates, LLC

From Data to Deployment: Advancing Energy Affordability in American Communities

**Amy Van Sant**, National Renewable Energy Laboratory

Choice Infrastructure: Modeling Customer Choice in Residential Programs

**Katelyn Stenger**, NREL

## Thursday, October 9

7:00 am – 5:00 pm	Registration	Colorado Foyer
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7:00 – 8:15 am	Breakfast	Aspen Ballroom
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8:30 – 10:00 am	Concurrent Sessions	
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Braiding State and Utility Resources to Deliver Effective Energy Efficiency Programming	Colorado A
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Innovative Approaches to Managing Data Center Demand	Colorado B
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10:00 – 10:30 am	Networking Break	Colorado Foyer
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10:30 – 11:30 am	Concurrent Sessions	
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1D. Heat Pumps: Upgrading to Efficient Electric Appliances	Mt. Sopris A
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Chill Out, Denver: How Efficient Building Electrification Cools the Peak

**Ida Weiss**, Synapse Energy Economics

Turning Up the Heat: Unlocking Vermont's Heat Pump Potential: Insights from the 2024 Market Assessment and a Roadmap for Action

**Lisa Coven**, VEIC

Don't give your heat pump the cold shoulder! Understanding residential heat pump usage behavior in a New England fuel switching program.

**Nicole Grosner**, Guidehouse

## 2D. Residential Demand Response and Energy Efficiency Programs

Mt. Sopris B

Navigating Complexity: Longitudinal Evaluation of Market Transformation Programs in Complex Regional Energy Ecosystems

**Chris Cardiel**, Northwest Energy Efficiency Alliance

Future demand response resource of residential electric water heating: technology, regulations and economics.

**Chris Granda**, Energy Solutions

Just the Integration the Doctor Ordered: Home Energy House Calls delivering EE and DR benefits

**Jonathan Budner**, Franklin Energy

## 3D. Efficiency Solutions for an Electrified Future

Colorado A

Decarbonization Pathways for Minnesota's Natural Gas Sector: Mitigating Winter Peak Load with GSHPs and Demand Response

**Ellen Carlson**, Synapse Energy Economics

Is a Thermal Network a Non-Wires Alternative? Can it Help with an Equitable Transition?

**Audrey Schulman**, HEETlabs

Winter is Coming: Getting Ready for Future Winter Peaks Now

**Rabi Vandergon**, Center for Energy and Environment

## 4D. Behavioral Energy Efficiency Programs

Colorado B

The Value and Evolution of Home Energy Reports and Behavioral Energy Efficiency (HERBEE 2.))

**Reuven Sussman**, American Council for an Energy-Efficient Economy (ACEEE)

Empowering All Customers for a Clean Energy Future: SMUD's Equity-First Behavioral Strategy for Peak Reduction

**TBD**, Oracle

How Behavioral Energy Programs Can Drive Load Shifting and Peak Demand Reduction

**Matt Harding**, Ecometricx (Data Science Partner for Franklin Energy)

11:30 – 11:45 am

Networking Break

Colorado Foyer

11:45 – 1:00 pm

Lunch

Aspen Ballroom

1:00 – 2:00 pm

Concurrent Sessions

## 1E. Industrial Energy Efficiency Programs

Mt. Sopris A

Quantitative Analysis of Manufacturing Energy Efficiency's Role in Ensuring Energy Affordability Amid Rising Electricity Demand from Manufacturing and AI Growth

**Dr. Aline Banboukian**, Oak Ridge National Laboratory

Efficiency-first Demand Flexibility: Real World Examples of SEM Influencing Permanent Demand Curtailment

**Peter Sharp**, Cascade Energy, LLC

Maximizing Efficiency: Integrated HVAC+D Solutions for Cannabis Grow Facilities

**Raju Pusapati**, DNV

## 2E. Scaling Efficiency and Flexibility Solutions with AI and Virtual Power Plants

Mt. Sopris B

AI Scaling for Resource Acquisition Programming

**Anna Kelly**, SBW Consulting

Innovative use of data-driven AI tools to augment energy efficiency resources.

**Jason Trager**, Plentiful.ai

The AI Revolution is Coming for EE Programs: How Machine Intelligence can unlock 50% More Impact Per Dollar

**Jeff Coleman**, Eli Technologies

## 3E. Demand-Side Value in the Changing Energy Landscape

Colorado A

Untangling Energy Efficiency's Effect on Energy Systems

**Donald Johnson**, Con Edison

Deploying demand flexibility business models: Emerging insights from U.S. programs

**Guillermo Pereira**, Lawrence Berkeley National Laboratory

DER Potential Study 2.0: Leveraging Digital Twins to Conduct the Next Generation of DER Potential Studies – Case study: A Localized DER Potential Study for IESO

**Ali Bozorgi**, ICF

## 4E. Delivering Effective Efficiency Programs for Small Businesses

Colorado B

Next Generation Utility Energy Efficiency Programs in Lighting and HVAC

**Jim Fay**, Energy Research and Analysis

Small Business, Big Lessons: Commercial Heat Pump Adoption in Practice

**Karina Gaft-Azcue**, CET

Innovative Models and Collaboration Strategies for Delivering Strategic Energy Management (SEM) to Small and Medium Enterprises (SMEs)

**Vivek Singh**, CLEAResult Consulting Inc.

2:00 – 2:30 pm

Networking Break

Colorado Foyer

2:30 – 3:30 pm

Concurrent Sessions

## 1F. Commercial Efficiency and Demand Response Opportunities

Mt. Sopris A

Empowering Commercial & Industrial Customers through Comprehensive Energy Efficiency Programs

**Ricky Jordan**, Eversource Energy

Cold Storage, Heating Up: The Layered Value of Grocery Store Refrigeration-Based Demand Response

**Jack Green**, Rhode Island Office of Energy Resources

Targeted Energy Efficiency Programs for Nonprofits

**David Geeganage**, Frontier Energy

## 2F. Energy Efficiency Needs a Paradigm Shift

Mt. Sopris B

Paradigm Shift: Redefining DSM's Foundational Role for a Modern Energy System

**Sam Ross**, Dunskey Energy + Climate Advisors

Maximize Market Impact: Integrating Demand Flexibility and Emerging Technologies into Energy Efficiency Programs

**Parker Wall**, TRC

Energy Efficiency Needs to Get Real to Meet New Challenges and Opportunities

**Andy Frank**, Sealed

## 3F. Advancing Efficiency Through Modeling and New Business Models

Colorado A

Buildings Sector Scenarios: Comprehensive data for stakeholder planning

**Jared Langevin**, Lawrence Berkeley National Laboratory

Is Wasted Renewable Energy Worth Saving? An exploration of energy efficiency in a low-carbon, high renewables future

**Nick Mark**, Xcel Energy

Energy efficiency for peak reduction – how valuable will it be in future winter peaking systems?

**Philip White**, National Renewable Energy Laboratory

## 4F. Whole-Home Retrofits for Energy Efficiency

Colorado B

Understanding Market Dynamics to Drive Building Envelope Upgrades

**Caroline Hopper**, Guidehouse

Passive house – The new normal in Massachusetts

**Amey Patil**, ICF

3:30 – 4:00 pm

Networking Break

Colorado Foyer

4:00 – 5:00 pm

Closing Plenary: The Value of Demand Side Management for Economically and Cleanly Managing Load Growth

Colorado Ballroom

