

## Panel 4: Commercial Buildings: Program Design, Implementation, and Evaluation

**PANEL LEADERS: Megan Campbell, Opinion Dynamics and Marta Schantz, Urban Land Institute**

DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
<b>Mon 8/5</b>	<b>Session 1 8:30 - 10:00 am</b>	<i>Overcoming barriers to small commercial energy efficiency and electrification</i>	Emily Kubiak, Sustainable Connections
	It's Tool Time: Commercial Program Evaluation Using Tools	<i>A Technical Analysis of Innovation and Adaptation for a Whole Building Utility Offering</i>	Elin Shepard, CLEAResult
		<i>Using advanced M&amp;V data to quantify the greenhouse gas impact of energy efficiency projects in commercial buildings</i>	Sam Fernandes, Lawrence Berkeley National Laboratory
	<b>Session 2 10:30 am - 12:00 pm</b>	<i>Deep savings building interventions and energy as a resource: Connecting the dots</i>	Josh Rushton, Northwest Regional Technical Forum
	Pump It Up! Commercial Programs for Electrification - Heat Pumps and HPWHs	<i>Quantifying Market Effects from Support for Heat Pumps in Homes and Businesses</i>	Monica Nevius, NMR Group
		<i>Bringing commercial HPWHs into the midstream: Going from custom program to scalable solution</i>	Jonathan Heller, Ecotope
<b>Tues 8/6</b>	<b>Session 1 8:30 - 10:00 am</b>	<i>Addressing energy consumption in commercial buildings with reduced occupancy</i>	Johnathan Fata, Waypoint Energy
	Not Your Grandma's ISO 50001: New Takes on SEM	<i>Equitably Transforming Colorado's Schools</i>	Genevieve London, Stillwater Energy
		<i>Analyzing 10,000 measures from Energy Trust of Oregon's SEM Opportunity Registers</i>	Zach Podell-Eberhardt, Energy Trust of Oregon
	<b>Session 2 10:30 am - 12:00 pm</b>	<i>Assessing and Addressing the Equitability of Small Business Energy Efficiency Programs</i>	Irfaan Jamarussadiq, ICF
	EE for All: Incorporating Equity into Commercial Programs	<i>"Yes, and": Integrating Equity in Technical Assistance Delivery</i>	Cici Vu, DNV Energy Insights
		<i>Lighting the Way Equitably with Utility's Luminaire Level Lighting Controls Market Transformation Initiative</i>	Ellen Rubinstein, Resource Innovations

## Panel 4: Commercial Buildings: Program Design, Implementation, and Evaluation

**PANEL LEADERS: Megan Campbell, Opinion Dynamics and Marta Schantz, Urban Land Institute**

DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
Wed 8/7	<b>Session 1</b> 8:30 - 10:00 am	<i>The Transition to New Program Designs Invites New Evaluation Solutions</i>	Drew Blumenthal, Guidehouse
	Gotta Reach 'em All: Market Engagement Strategies for Small-Medium Businesses	<i>Going Big on Small Buildings: Spotlight on efforts to improve controls for packaged rooftop HVAC units</i>	Eliot Crowe, Lawrence Berkeley National Laboratory
		<i>Community-Engaged Energy Efficiency Campaigns</i>	Lindsey Diercksen, ETO
		<b>Session 2</b> 10:30 am - 12:00 pm	<i>We're Locals – Ontario's innovative initiatives to target geographic demand constraints</i>
	When in Rome: Successful Commercial Programs at the Region-Level	<i>Modeling the “Where and When” Grid Impacts of Seattle’s Building Emissions Performance Standard: A Generalized Modeling Study &amp; Load Impact Analysis</i>	Mazen Daher, EPRI
		<i>WORKING TITLE: Commercial EM&amp;V in Illinois</i>	Malena Hernandez, Opinion Dynamics
Thurs 8/8	<b>Session 1</b> 8:30 - 10:00 am	<i>2030 Goals Require Long Term Efficiency Plans</i>	Levin Nock, DesignLights Consortium
	Shaken Not Stirred with an HVAC Twist: Commercial Efficiency Program Cocktail	<i>Tackling the Giants: Applying Smart Labs Principles to Constant Air Volume Lab Buildings</i>	Rachel Romero, National Renewable Energy Laboratory
		<i>No Really, RTU Gas Efficiency is a Decarbonization Strategy</i>	Bretnie Eschenbach, Cadeo Group
		<b>Session 2</b> 10:30 am - 12:00 pm	<i>Unleash the Potential of Data-Driven Energy Efficiency Programs</i>
	Driving Ms. Data: Commercial Data-Driven Program Strategies	<i>Simplified Performance Rating Method for Code Compliance and Beyond Code Programs</i>	Chris Baker, Willdan
		<i>Physics-Infused Retrofit Isolation Measurement and Verification for AI-driven Energy Application</i>	Ali Mehmani, Prescriptive Data Inc.

**Panel 4: Commercial Buildings: Program Design, Implementation, and Evaluation**

**PANEL LEADERS: Megan Campbell, Opinion Dynamics and Marta Schantz, Urban Land Institute**

DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
Fri 8/9	<p align="center"><b>Session 1</b> 8:30 - 10:00 am</p>	<i>Post Install Validation for Commercial and Industrial Customers</i>	Lisa Zagura, Eversource
	<p align="center">Prove It: Post-performance Evaluation at the Meter Level</p>	<i>On-Bill Financing Alternative Pathway – Increasing Market Penetration through Scalable EE Financing</i>	Arash Kialashaki, Pacific Gas & Electric Company
		<i>On their best performance - Is NMEC the future of demand side programs?</i>	Ken Agnew, DNV
	<p align="center"><b>Session 2</b> 10:30 am - 12:00 pm</p>	<i>Building on Success: Pushing Participants Towards Net-Zero</i>	Nathaniel Albers, ADM Energy
	<p align="center">The Secret Sauce: Recommendations for Commercial Program Implementation</p>	<i>Current state of the commercial lighting market and opportunities for growth</i>	Heather Polonsky, ADM Associates
		<i>Herding Elephants: 1st Smart Labs Utility Incentive Program Challenges - Big, Smart, and Slow</i>	Duane Kubischta, kW Engineering