

Panel 7: Market Transformation

Panel Leaders: Ryan Brown, Northwest Energy Efficiency Alliance and Stacey Hobart, CalMTA

DATE	SESSION	TITLE	LEAD AUTHOR, ORGANIZATION
Mon 8/3	Session 1 8:30 - 10:00 am Breaking Down Silos: Market Transformation Lessons Learned	<i>Implementing Resource Acquisition and Market Transformation Best Practices to Optimize Market Change in Today's Efficiency Landscape</i>	Meghan Bean, NEEA
		<i>Advancing from Market Potential to Market Transformation: A Two-Phase Blueprint for Statewide Market Change</i>	Jason Christensen, Cadmus
		<i>Describing the Elephant: Comparing Market Actor Perspectives on Energy Efficient Technology to Support Market Transformation</i>	Joe Van Clock, Apex Analytics
	Session 2 10:30 am - 12:00 pm Pulling the Levers to Realize the Promise of Policy	<i>Commercial retrofit needs to enable zero emissions equipment installation in nonresidential buildings</i>	Farhad Farahmand, TRC
		<i>Message from the Future: Equitable Building Decarbonization by 2050 Will Require Systemic Change and Rapid Market Transformation</i>	Poppy Storm, 2050 Institute
		<i>Putting Planning Back Into Clean Heat Plans</i>	Stephanie Breton, Dunsky
Tues 8/4	Session 1 8:30 am - 10:00 am Picking the High Hanging Fruit: Sorting out the Complexities of Building Performance	<i>Adding Resilience to Building Performance Standards</i>	Veronique Bugnion, Clearly Energy
		<i>Build your own BPS: Engaging stakeholders in building performance standard development</i>	Amanda Webb, University of Cincinnati
		<i>A Tale of Four Cities: Lessons Learned from Building Performance Standard Policy Design</i>	Zach Bohn, University of Cincinnati
		<i>Growing a Community of Practice to Support Ambitious Building Performance Standards</i>	Richard Yancey, BE Exchange
	Session 2 10:30 am - 12:00 pm Thinking Outside the Box on Affordability: How to Manage the Cost of Energy Upgrades	<i>Scaling Electric Cooking Through Equity-Centered Market Transformation: Lessons from a 120V Battery-Equipped Induction Pilot</i>	Clarissa Kusel, Resource Innovations
		<i>Transforming the appliance market for affordability: A new, collective approach</i>	Marti Frank, Efficiency for Everyone
<i>Pane and Simple: Breaking the 20-Year Window Performance Plateau with a Golden Carrot</i>		Steve Sylvestre, MNCEE	
Wed 8/5	Session 1 8:30 am - 10:00 am Getting Our Ducks in a Row: Pathways to Residential Heat Pump Adoption	<i>A window of opportunity: emerging HVAC solution for renters and multifamily residents</i>	Dulane Moran, Evergreen Economics
		<i>Heat Pump Up the Market: A Strategic Pathway for Increasing Heat Pump Adoption in California's Residential Sector</i>	Mohit Chhabra, NRDC
		<i>Balancing Electrification Costs and Savings with Machine Learning: High-ROI Pathways for Heat Pump Space and Water Heating Retrofits</i>	Dylan Sarkisian, Energy Solution

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Wed 8/5	Session 2 10:30 am - 12:00 pm Cracking the Nut on Heat Pumps	<i>Advancing Gas Decarbonization Solutions via Gas Heat Pump Applications</i>	Walker Larsen, CEE
		<i>Beyond Electrification: Advancing Refrigerant Recovery in HVAC Decommissioning</i>	Patti Boyd, DCSEU
		<i>Xcel Energy's Minnesota Electric Space Heating Rate: Using rate design to support building electrification in a cold climate</i>	Nick Mark, Xcel Energy
Thurs 8/6	Session 1 8:30 am - 10:00 am Tackling the thorny issues through Market Transformation	<i>A Simple Twist of Fuels: Demand Flexibility Opportunities in Cold Climates</i>	Rabi Vandergon, MNCEE
		<i>Integrated Thermal Energy Storage - Opportunities and Barriers to Market Transformation</i>	Sarah Sultan
		<i>Piping Progress: How Irrigation Modernization Can Build Energy Resilience in Rural Communities</i>	Hans Lehndorff, Evergreen Economics
	Session 2 10:30 am - 12:00 pm Pushing the Envelope: Accelerating Innovation	<i>Shaping Energy Policy: New York's Direct Injection Model for Affordable Housing Decarbonization</i>	Esther Toporovsky, CS Partners
		<i>From Bricks to Clicks: Analyzing the White Space Opportunities in Building Innovation</i>	Yashima Jain, Lawrence Berkeley National Laboratory
		<i>Mapping the Influence of a Network: long-term market transformation through mentorship in Integrated Design</i>	Damon Woods, University of Idaho
Fri 8/7	Session 1 8:30 am - 10:00 am Overcoming Limited Bandwidth on the Efficiency Workforce	<i>Centering workforce and local expertise to jumpstart Colorado's market transformation</i>	Mac Prather, Denver Regional Council of Governments
		<i>Empowering the Heat Pump Workforce: AI-Driven Accessibility and Workforce Development through Rock Rabbit</i>	Ian Becker, Rock Rabbit
		TBD	
	Session 2 10:30 am - 12:00 pm Run It Up the Flagpole: Investing and Risk Practices	<i>Combining Leasing and Financing for Building Performance</i>	Diana Lee, Institute for Market Transformation
		<i>Investing in Investment: A Smarter Model for Allocating Resources to Financing Itself</i>	Christopher Kramer
		<i>The Pearl Resilience Pillar: Measuring and Motivating Climate Adaptation in U.S. Housing</i>	Robin LeBaron, Pearl Score