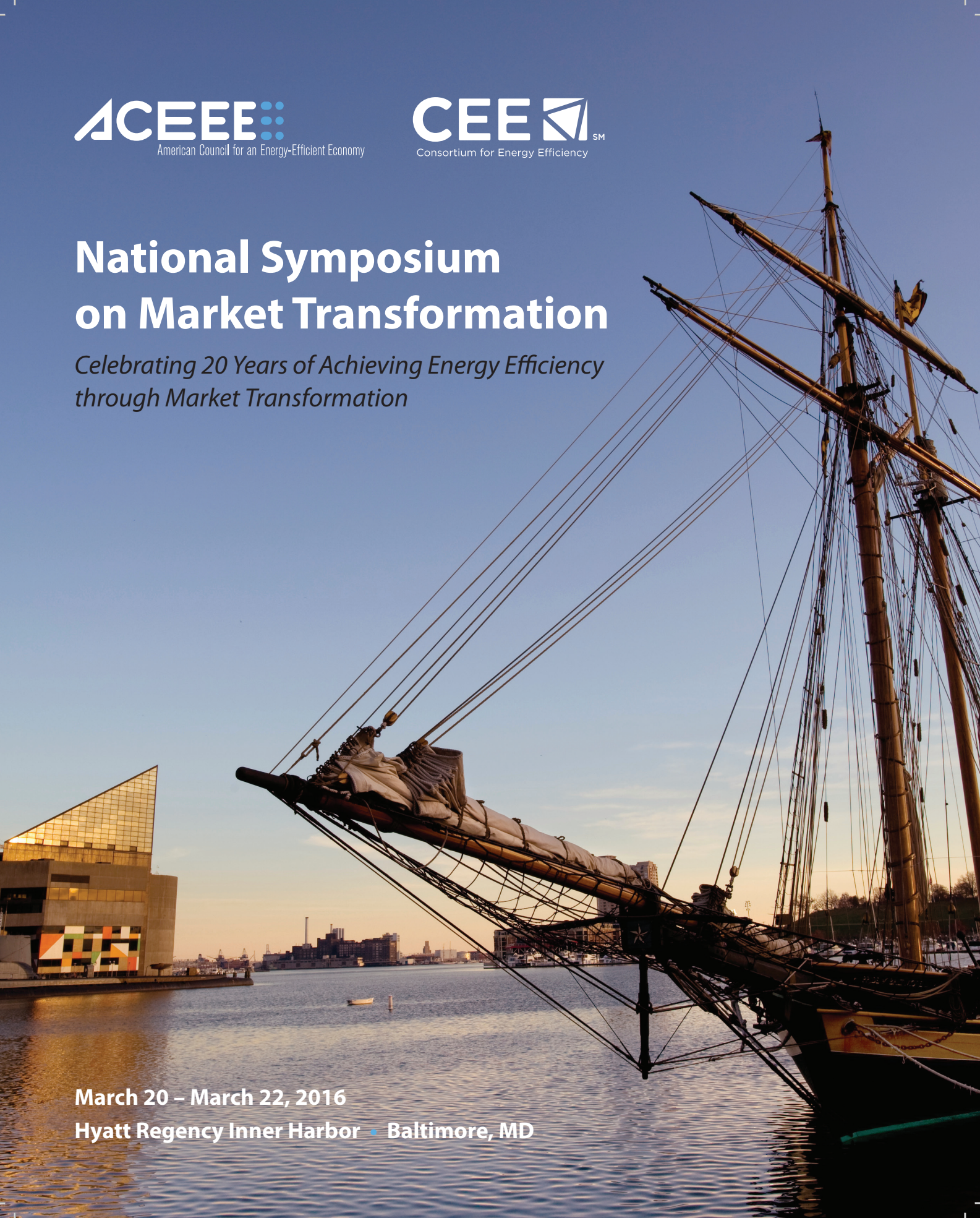




National Symposium on Market Transformation

*Celebrating 20 Years of Achieving Energy Efficiency
through Market Transformation*

March 20 – March 22, 2016
Hyatt Regency Inner Harbor • Baltimore, MD



ACKNOWLEDGMENTS

ACEEE and CEE wish to thank and acknowledge the following individuals who served on the Advisory Committee for the 2016 Market Transformation Symposium. It is due to their expertise, dedication, and hard work that we are able to continually provide our conference attendees with the highest quality and most relevant information available.

- Alexis Allan**, *Northwest Energy Efficiency Alliance (NEEA)*
- Jennifer Amann**, *American Council for an Energy-Efficient Economy (ACEEE)*
- Will Baker**, *Midwest Energy Efficiency Alliance (MEEA)*
- Erin Beddingfield**, *Institute for Market Transformation (IMT)*
- Lisa Cascio**, *Northeast Energy Efficiency Partnerships (NEEP)*
- Nikolaas Dietsch**, *US Environmental Protection Agency (US EPA)*
- Catie Dimas**, *Consortium for Energy Efficiency (CEE)*
- Ralph DiNola**, *New Buildings Institute (NBI)*
- Sandy Fazeli**, *National Association of State Energy Officials (NASEO)*
- Rebecca Foster**, *Vermont Energy Investment Corporation (VEIC)*
- Kate George**, *Pacific Gas and Electric Company (PG&E)*
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- Ana Luisa Sosa**, *American Council for an Energy-Efficient Economy (ACEEE)*



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SCHEDULE AT A GLANCE

SUNDAY, MARCH 20, 2016

12:00 pm – 7:00 pm	Registration	<i>Constellation Foyer</i>
1:00 pm – 5:00 pm	MT101	<i>Constellation E/F</i>
5:30 pm – 7:30 pm	RECEPTION	<i>Constellation Foyer</i>

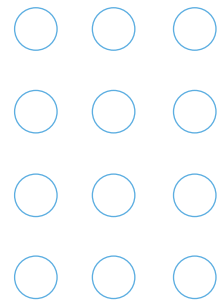
MONDAY, MARCH 21, 2016

7:00 am – 7:00 pm	Registration		<i>Constellation Foyer</i>			
7:30 am – 8:30 am	BREAKFAST		<i>Atrium</i>			
8:30 am – 10:00 am	Welcome & Plenary Session		<i>Constellation A/B</i>			
10:00 am – 10:30 am	NETWORKING BREAK		<i>Constellation Foyer</i>			
10:30 am – 12:00 pm Concurrent Sessions	1A <i>Constellation A</i> Regional Roundup		1B <i>Constellation B</i> Opportunity for Energy Efficiency in EPA's Clean Power Plan			
12:00 pm – 1:30 pm	LUNCH & KEYNOTE		<i>Constellation D-F</i>			
	(Secretary John Quigley, Department of Environmental Protection, Commonwealth of Pennsylvania)					
1:30 pm – 3:00 pm Breakout Sessions	1	A <i>Constellation A</i> New Construction	B <i>Constellation B</i> Commercial Sector	C <i>Baltimore</i> Products & Equipment	D <i>Annapolis</i> Evaluating Program Benefits	E <i>Frederick</i> Lighting
		Nothing Beats Zero: How ZNE Is Becoming the Ultimate Market Transformation Approach	Energy Efficiency in Commercial Real Estate: Challenges & Opportunities	The Past, Present, and Future of Plug Load Strategies	Behavioral Persistence: A Natural (Gas) Experiment	Connected Lighting: Assessing the Present, and Envisioning the Future
3:00 pm – 3:30 pm	NETWORKING BREAK		<i>Constellation Foyer</i>			
3:30 pm – 5:00 pm Breakout Sessions	2	Mapping New Territory in Residential New Construction Programs	Unlocking the Savings Potential in Small Commercial Buildings	Smart Thermostats: The Newest, Latest, and Next in Program Strategy	Energy Savings, Improved Health, Happier Tenants: The Triple-Bottom-Line of Multifamily Energy Efficiency	The Lighting Technology Landscape and Approaches to Troffer Lighting
5:30 pm – 7:30 pm	RECEPTION		<i>Pisces</i>			

SCHEDULE AT A GLANCE

TUESDAY, MARCH 22, 2016

7:00 am – 4:00 pm	Registration					<i>Constellation Foyer</i>
7:30 am – 8:30 am	BREAKFAST					<i>Atrium</i>
8:30 am – 10:00 am Concurrent Sessions	2A <i>Constellation A</i> Leveraging Trade Allies to Build, Maintain, and Advance Market Transformation Programs		2B <i>Constellation B</i> The Data Deluge: Making Intelligent Use of Big Data in Energy Efficiency			
10:00 am – 10:30 am	NETWORKING BREAK					<i>Constellation Foyer</i>
10:30 am – 12:00 pm Concurrent Sessions	3A <i>Constellation A</i> Planning for Distributed Energy Resources to Increase Grid Resilience and Reduce System Costs		3B <i>Constellation B</i> What Color is Chasm? Leveraging Emerging Technologies Programs for More than Technical Assessment			
12:00 pm – 1:15 pm	NETWORKING LUNCH					<i>Constellation D-F</i>
1:15 pm – 2:45 pm Breakout Sessions	3	A <i>Constellation A</i> Residential Sector	B <i>Constellation B</i> New Strategies	C <i>Baltimore</i> Products & Equipment	D <i>Annapolis</i> Evaluating Program Benefits	E <i>Frederick</i> Distributed Energy
		Breaking through Barriers to Residential Energy Efficiency	Lightning Session on Data Analytics	The New Normal: Increased Savings from HVAC Quality Installation and Maintenance Programs	New Directions in EM&V: What Evaluators and Non-Evaluators Need to Know	Market Transformation and Combined Heat & Power: What Are We Aiming At?
2:45 pm – 3:00 pm	NETWORKING BREAK					<i>Constellation Foyer</i>
3:00 pm – 4:30 pm Breakout Sessions	4	Balancing Risk, Reward, and Stakeholders in Residential Energy Efficiency Financing	Saving Energy Citywide: Working with Cities to Drive Savings at the Local Level	Pump Up the Volume: Increasing the Opportunity for High Performance Heat Pumps in Residential Space Heating	How to Establish a Baseline, Measure, and Claim Savings for Market Transformation Programs	Demand Response Gets Smarter: Realizing the Potential of Demand Response on the Distribution Grid
4:30 pm	SYMPOSIUM ADJOURNS					



PROGRAM

National Symposium on Market Transformation

Celebrating 20 Years of Achieving Energy Efficiency through Market Transformation

SUNDAY, MARCH 20, 2016

12:00 pm to 7:00 pm REGISTRATION *Constellation Foyer*

1:00 pm to 5:00 pm MT 101 *Constellation E-F*

Presenters: **John Taylor**, Consortium for Energy Efficiency
Alexis Allan, Northwest Energy Efficiency Alliance
Karen Horkitz, Cadmus

MT 101 training will give newcomers to our industry a strong foundation for their work and a better understanding of how ratepayer funded efficiency programs can be designed to transform the market. Attendees will walk away with a clear picture of how market transformation is defined, how efficiency programs can help diffuse innovation, and the elements that constitute a market transformation program. Presenters will share market transformation case studies (both local and national), explain the importance of developing a logic model, and describe how market transformation programs are evaluated. Attendees will design a hypothetical market transformation program and gain experience identifying market barriers and opportunities, the specific market problem(s) we want to solve, and key measurable outcomes.

5:30 pm to 7:30 pm RECEPTION *Constellation Foyer*

MONDAY, MARCH 21, 2016

7:00 am to 7:00 pm REGISTRATION *Constellation Foyer*

7:30 am to 8:30 am BREAKFAST *Atrium*

8:30 am to 10:00 am WELCOME & PLENARY SESSION *Constellation A/B*

Welcome and Introductions:

Ed Wisniewski, Executive Director, Consortium for Energy Efficiency

Steve Nadel, Executive Director, American Council for an Energy-Efficient Economy

20/20 Vision: Past Impacts and Future Considerations for Market Transformation

Moderator: **Ed Wisniewski**, Executive Director, Consortium for Energy Efficiency

Panelists: **Steve Nadel**, Executive Director, American Council for an Energy-Efficient Economy

Vincent Davis, Director, Pacific Gas and Electric Company

Rebecca Craft, Chief Customer Officer, Essess

10:00 am to 10:30 am NETWORKING BREAK *Constellation Foyer*

10:30 am to 12:00 pm

CONCURRENT SESSIONS

SESSION 1A
Regional Roundup

Constellation A

Moderator: **Ed Wisniewski**, Consortium for Energy Efficiency
Speakers: **Claire McIlvennie**, Consortium for Energy Efficiency
Stacey Paradis, Midwest Energy Efficiency Alliance
Carol White, National Grid
Mandy Mahoney, Southeast Energy Efficiency Alliance
Mike Stockard, Oncor
Adam Bickford, Southwest Energy Efficiency Project
Susan Stratton, Northwest Energy Efficiency Alliance
Vincent Davis, Pacific Gas and Electric Company

This perennial session will explore notable changes to program funding, impacts, approaches, and policy across various geographies of significance throughout the US. Assembled panelists will include a range of perspectives including those having the full spectrum of obligation and responsibility for program administration to those advocating for favorable state and regional efficiency policies. Panelists will focus on regulatory policy changes of significance.

SESSION 1B
Opportunity for Energy Efficiency in EPA's Clean Power Plan

Constellation B

Moderator: **Nikolaas Dietsch**, US Environmental Protection Agency
Speakers: **Clay Nesler**, Johnson Controls
Mona Sheth, AJW, Inc.
Avi Zevin, Van Ness Feldman

EPA's Clean Power Plan requires states to reduce carbon dioxide emissions from existing power plants, with energy efficiency playing a prominent role as a proven strategy for cost-effective compliance. States also have the option to participate in the Clean Energy Incentive Program (CEIP), an early action program that awards credit for renewable projects and double credit for energy efficiency implemented in low-income communities. This session will explore the opportunity for the private sector to deliver efficiency savings during the CEIP and throughout the compliance period through 2030, including under a rate- and mass-based compliance approach. We will hear from Clean Power Plan experts and experienced efficiency providers on the challenges and opportunities that now lie ahead for compliance planning and implementation.

12:00 pm to 1:30 pm

LUNCH & KEYNOTE

Constellation D-F

Speaker: **Secretary John Quigley**, Dept. of Environmental Protection, Commonwealth of Pennsylvania

Secretary Quigley will discuss Pennsylvania's compliance plan and next moves for the EPA's Clean Power Plan.
(See page 12 for Secretary Quigley's bio.)

1:30 pm to 3:00 pm

BREAKOUT SESSIONS
NEW CONSTRUCTION TRACK

Constellation A

A1: Nothing Beats Zero: How Zero Net Energy Is Becoming the Ultimate Market Transformation Approach

Moderator: **Ralph DiNola**, New Buildings Institute
Speakers: **Kara Kokernak**, DNV GL
Jessica Iplikci, Energy Trust of Oregon
Sam Rashkin, US Department of Energy
Peter Turnbull, Pacific Gas and Electric Company

Over the last few decades, energy efficiency programs have delivered significant savings and helped lead innovation in the design, construction, and operation of commercial and residential buildings. However, programs that focus on individual measure savings and incremental whole building savings are reaching the limit of delivering significant energy savings. A new generation of zero net energy (ZNE) programs hold the promise of creating a quantum shift in the market, delivering the ultimate whole building savings. This session will showcase innovative programs from across the US and highlight the key elements that make ZNE a fundamentally transformative market approach.

1:30 pm to 3:00 pm

BREAKOUT SESSIONS

COMMERCIAL SECTOR TRACK

Constellation B

B1: Energy Efficiency in Commercial Real Estate: Challenges and Opportunities

Moderator: **Adam Sledd**, Institute for Market Transformation

Speakers: **Eugenia Gregorio**, Tower Companies
Emily Pearce, Waypoint Building
Vivian Loftness and **Rohini Srivastava**, Carnegie Mellon University

Commercial property owners face many challenges and competing priorities in the operation of their buildings, which can make the pursuit of energy-efficient activities and investments low on the list of near-term priorities. In this session, speakers will discuss their experience dealing with various challenges in making energy-efficient decisions in the commercial real estate market. These include overcoming information asymmetry and split incentives, managing the operation of buildings in the most energy efficient-way, along with challenges in project financing and cost/benefit valuation for long-term investments. Speakers will also discuss how their experience and findings can be used to scale lessons learned to a broader audience.

PRODUCTS & EQUIPMENT TRACK

Baltimore

C1: The Past, Present, and Future of Plug Load Strategies

Moderator: **Kate George**, Pacific Gas and Electric

Speakers: **Rois Langner**, National Renewable Energy Laboratory
Hewan Tomlinson, US Environmental Protection Agency

For decades, efficiency programs have targeted consumers with rebates based on basic theory. Make a product more accessible in order to sell more. However, the barriers to addressing plug load growth in the US are more complex than a single strategy can mitigate. This session will look at more recent efforts to reduce plug loads in the residential sector through approaches that extend beyond downstream consumer rebates. We will also learn about commercial sector plug load strategy options that are available on the market, such as Advanced Power Strips (APSs), as well as promising control strategies with an emerging market presence.

EVALUATING PROGRAM BENEFITS TRACK

Annapolis

D1: Behavioral Persistence: A Natural (Gas) Experiment

Moderator: **Claire McIlvennie**, Consortium for Energy Efficiency

Speakers: **Adam Thomas**, ADM Associates
Anne-Marie Peracchio, New Jersey Natural Gas

The purpose of this session is to explore the topic of behavioral persistence through the lens of pilots and programs that address natural gas efficiency. Persistence is a key consideration in program design and planning given the implications for program credibility and cost-effectiveness. This session will help attendees better understand some of the challenges to measuring behavioral persistence, some of the unique difficulties to deploying and assessing these approaches in the natural gas sector and potential ways to overcome these challenges. Presentations will include examples of behavioral programs in the natural gas sector that have continued to track energy savings after program activities have ceased. The session will discuss the results and implications of these studies as well as the different kinds of behavioral persistence that can impact energy savings in natural gas programs.

LIGHTING TRACK

Frederick

E1: Connected Lighting: Assessing the Present, and Envisioning the Future

Moderator: **Liesel Whitney-Schulte**, DesignLights Consortium

Speakers: **Carol Jones**, Enlighted, Inc.
Dan Mellinger, Vermont Energy Investment Corporation

Solid-state lighting is creating an opportunity for a new lighting system paradigm that efficiency program planners and administrators need to be aware of. These intelligent, networked lighting devices will transform lighting control by leveraging new data streams, algorithms, and data analytics services. A panel including a program administrator, a DesignLights Consortium representative, and a lighting controls manufacturer representative, will discuss these promising capabilities, explore their challenges, and illustrate the industry's progress to date and future plans. They will highlight current advanced lighting controls incentive programs; data analytics methods to quantify adoption; and efforts to develop a shared definition of control systems that addresses numerous desirable capabilities within connected lighting.

3:00 pm to 3:30 pm

NETWORKING BREAK

Constellation Foyer

3:30 pm to 5:00 pm

BREAKOUT SESSIONS

NEW CONSTRUCTION TRACK

Constellation A

A2: Mapping New Territory in Residential New Construction Programs

Moderator: **Bill Prindle**, ICF International

Speakers: **Kristi Hardy**, CenterPoint Energy
Chris Walls, Baltimore Gas and Electric
Jim Fay, Commonwealth Edison

The panelists will lead a discussion on emerging issues in today's shifting landscape for residential new construction programs. The discussion will include input from program managers on new programs.

COMMERCIAL SECTOR TRACK

Constellation B

B2: Unlocking the Savings Potential in Small Commercial Buildings

Moderator: **Ralph DiNola**, New Buildings Institute

Speakers: **Chris Baker**, The Weidt Group
Mark Stutman, Consortium for Building Energy Innovation

Utilities are being pressed to find more savings through their demand side management (DSM) programs. As a result, attention is turning to the smaller buildings market for additional DSM targets. Ninety-five percent of commercial buildings are under 50,000 square feet and they consume nearly half of the energy used by commercial buildings in the US. Despite the scale of the opportunity, challenges stand in the way of realizing significant savings in this important segment of the market. This session will explore proven tools and practices that can be applied to small commercial buildings to help unlock the potential savings in this key sector.

PRODUCTS & EQUIPMENT TRACK

Baltimore

C2: Smart Thermostats: The Newest, Latest, and Next in Program Strategy

Moderator: **Rebecca Foster**, Vermont Energy Investment Corporation

Speakers: **Tyson Brown**, Kansas City Power & Light
Jacob Stoll, Commonwealth Edison

Smart thermostats are an important technology for efficiency programs for many reasons. They offer heating and cooling savings in their own right, they are the first mainstream connected device that showcase potential energy savings associated with the "internet of things," and they represent an important link between energy efficiency and demand response. This session will highlight the latest program trends in smart thermostats, focusing on quantifying energy savings, and using these thermostats to identify other efficiency opportunities in homes. Two speakers from active Midwest programs will be featured.

EVALUATING PROGRAM BENEFITS TRACK

Annapolis

**D2: Energy Savings, Improved Health, and Happier Tenants:
The Triple-Bottom-Line of Multifamily Efficiency**

Moderator: **Rachel Cluett**, American Council for an Energy-Efficient Economy

Speakers: **Rebecca Schaaf**, Stewards of Affordable Housing for the Future
Ruth Ann Norton, Green and Healthy Homes Initiative
Abigail Corso, Elevate Energy

The benefits of energy upgrades in multifamily buildings are measured not just in kilowatt-hours and therms. Rather, energy efficiency can result in a wide variety of benefits, including monetary savings for building owners from reduced maintenance and lower vacancy and turnover rates, increased comfort, health, and safety for tenants, and reduced energy costs for both parties. This session will examine the benefits of multifamily energy efficiency through these multiple lenses as well as the program innovations that help realize them.

3:30 pm to 5:00 pm

LIGHTING TRACK

Frederick

E2: The Lighting Technology Landscape and Approaches to Troffer Lighting

Moderator: **Andrew Mitchell**, US Department of Energy

Speakers: **Jane Pater Salmon**, Navigant

Elaine Miller, Northwest Energy Efficiency Alliance

The landscape for lighting technologies is evolving so quickly it can be hard for even well-seasoned lighting experts to keep up. Recent standards have boosted linear fluorescent efficiency and the rapidly growing LED market is starting to turn lighting efficiency programs on their heads. This session will provide a national overview of the anticipated market adoption curve for LEDs in select markets, as well as a regional perspective from the Bonneville Power Administration (BPA) and the Northwest Energy Efficiency Alliance (NEEA). BPA recently completed a regional lighting market characterization addressing important questions such as what technologies customers are purchasing and where programs can make a meaningful difference in the supply chain. NEEA will discuss the region's efforts to influence a shift towards lower wattage linear fluorescent replacement lamps, and how this effort aligns with incentives available for LED troffer lighting.

5:30 pm to 7:30 pm

RECEPTION

Pisces

TUESDAY, MARCH 22, 2016

7:00 am to 4:00 pm

REGISTRATION

Constellation Foyer

7:30 am to 8:30 am

BREAKFAST

Atrium

8:30 am to 10:00 am

CONCURRENT SESSIONS

SESSION 2A

Constellation A

Leveraging Trade Allies to Build, Maintain and Advance Market Transformation Programs

Moderator: **Alexis Allan**, Northwest Energy Efficiency Alliance

Speakers: **Ed Schmidt**, MCR Performance Solutions, LLC

Christopher Lubeck, Osram SYLVANIA Inc.

Dave Backen, Evergreen Consulting Group

Learn from industry experts the strategic intervention points within trade ally networks that can advance programs while building alliances throughout a supply chain. Participants will learn of new partnerships, opportunities, successes and failures from the supply chain and program perspectives that have resulted in increased sales and savings, a win-win for all involved.

SESSION 2B

Constellation B

The Data Deluge: Making Intelligent Use of Big Data in Energy Efficiency

Moderator: **Paul Mathew**, Lawrence Berkeley National Laboratory

Speakers: **Jim Merriam**, Vermont Energy Investment Corporation

Tim Melloch, TM EEConsulting, LLC

Seth Kiner, Charlotte Street Advisors

Michael Murray, Mission:data

With technology evolving to allow for greater detail and granularity in energy information, the market is finding new and innovative ways to manage and use the data. As systems become more integrated and customers demand greater access to their energy consumption information, utilities and service providers are tackling the challenge of managing and providing useful information for their customers and partner organizations. A panel of experts will share their experience with contrasting traditional efficiency planning and implementation at organizations across the country. Their varied expertise includes approaches that leverage AMI, sub-metering, data connectivity, and data analysis to maximize the delivery of quantifiable value to consumers and regulators.

10:00 am to 10:30 am NETWORKING BREAK *Constellation Foyer*

10:30 am to 12:00 pm **CONCURRENT SESSIONS**

SESSION 3A

Planning for Distributed Energy Resources to Increase Grid Resilience and Reduce System Costs

Constellation A

Moderator: **John Taylor**, Consortium for Energy Efficiency

Speakers: **Tim Guiterman**, EnergySavvy
Mark Lorentzen and **Bill Moran**, TRC Solutions

During this session, we will examine the role of energy efficiency, demand response, distributed generation and microgrids in complementing traditional supply side resources to build a more resilient, decarbonized grid. Attendees will have an opportunity to discuss considerations for designing integrated programs including customer engagement, opportunities/challenges, dependencies and opportunities among the related enabling technologies, and measuring impact.

SESSION 3B

What Color is the Chasm? Leveraging Emerging Technologies Programs for More than Technical Assessment

Constellation B

Moderator: **Kim Erickson**, Consortium for Energy Efficiency

Speakers: **Allison Donnelly**, ERS
Teddy Kisch, Energy Solutions
Keshmira McVey, Bonneville Power Administration

A pipeline of promising emerging technologies (ET) is a key enabler of continued improvements in energy performance and provides new measures for programs seeking to transform markets. ET programs can play two key roles in filling this pipeline: assessing the opportunities to make sure the right ones go in; and preparing the opportunities for success at the other end. During this session, speakers will expose the different philosophies that can lead different organizations to focus on each aspect, offer examples of the potential benefits of identifying and preparing new opportunities for program promotion, and discuss methods for evaluating the contributions of each approach to market transformation.

12:00 pm to 1:15 pm NETWORKING LUNCH *Constellation D-F*

1:15 pm to 2:45 pm **BREAKOUT SESSIONS**

RESIDENTIAL SECTOR TRACK

A3: Breaking through Barriers to Residential Energy Efficiency

Constellation A

Moderator: **Dale Hoffmeyer**, US Department of Energy

Speakers: **Jordan Doria**, North American Insulation Manufacturers Association
Courtney Welch, ESource

This session will look at innovative ways that both utilities and industry are working to break through barriers to energy efficiency in the residential sector. Speakers in this session will present on retrofit program models that have had success in the market, new features of whole home retrofit programs, and key utility and industry trends. The session will also look at barriers that do not get enough attention including simple consumer financing, consumer information gaps and transaction costs, and tactics to address them.

NEW STRATEGIES TRACK

B3: Lightning Session on Data Analytics

Constellation B

Moderator: **Ethan Goldman**, Vermont Energy Investment Corporation

A lightning round comprised of eight vendors who will pitch their data analytics platforms, providing the audience with a side-by-side comparison of data analytics products on the market. Residential and commercial applications will be represented.

1:15 pm to 2:45 pm

PRODUCTS & EQUIPMENT TRACK

Baltimore

C3: The New Normal: Increased Savings from HVAC Quality Installation and Maintenance Programs

Moderator: **Chandler von Schrader**, US Environmental Protection Agency

Speakers: **Lori Atwater**, Southern California Edison
Tim Hanes, ESI
Todd Malinick, EMI Consulting

Residential HVAC programs have made strides to increase the market penetration of high efficiency HVAC equipment, but due to increasing equipment standards, rising baselines and original setting degradation, marginal energy savings are diminishing. As equipment-focused residential HVAC programs have matured, and the energy savings are becoming harder to capture, HVAC Quality Installation and Quality Maintenance programs show strong potential to deliver increases in savings from HVAC systems. This session will focus on how different programs are training contractors and measuring performance to ensure that residential HVAC programs remain a key component of utility portfolios for a long time to come.

EVALUATING PROGRAM BENEFITS TRACK

Annapolis

D3: New Directions in EM&V: What Evaluators and Non-Evaluators Need to Know

Moderator: **Julie Michals**, Northeast Energy Efficiency Partnerships

Speakers: **Cody Taylor**, US Department of Energy
Rebecca Foster, Vermont Energy Investment Corporation

During this session, attendees will hear the latest research findings on the future of EM&V. This will provide the backdrop and context for two speakers who are shaping this vital component of energy efficiency programs. First, the Department of Energy will share the federal government's approach and activities to support a move toward more data-driven and "real-time" EM&V. This will include small case studies of how utilities and commissions are working to evaluate and implement new approaches. Then, Vermont Energy Investment Corporation will provide an overview of the steps that it has taken through its implementation and consulting work to integrate new data streams and analytical approaches into its EM&V across the US. The content that will be shared during this session is relevant to all sectors and programs and is intended to help all program administrators chart a clearer course toward the next generation of EM&V.

DISTRIBUTED ENERGY TRACK

Frederick

E3: Market Transformation and Combined Heat and Power: What Are We Aiming At?

Moderator: **Kim Crossman**, Energy Trust of Oregon

Speakers: **Jay Wrobel**, US Department of Energy, Advanced Manufacturing Office
Marc Rouse, Capstone Turbine
Jim Libertini, Baltimore Gas and Electric

Successful combined heat and power (CHP) projects are an important national opportunity with many market and policy dimensions. This session will take stock of how CHP projects are currently bought and sold in order to identify clear market transformation opportunities. Invited panelists will describe current CHP markets, including key barriers for market transformation programs to address. Each panelist will provide a different perspective on the market, including a CHP developer, a state program administrator, and a national policy administrator. The panel's goal is to help session participants appreciate CHP's future value by shedding light on the benefits that a transformed market will bring. Session participants will have the opportunity to discuss specific market interventions (regulations, policies, programs, etc.) that could help bring about desired market conditions as well as the evidence needed to demonstrate real market change.

2:45 pm to 3:00 pm

NETWORKING BREAK

Constellation Foyer

3:00 pm to 4:30 pm

BREAKOUT SESSIONS

RESIDENTIAL SECTOR

Constellation A

A4: Balancing Risk, Reward, and Stakeholders in Residential Energy Efficiency Financing

Moderator: **Sandy Fazeli**, National Association of State Energy Officials

Speakers: **Jewel James**, Renovate America
Colin Bishopp, Renew Financial
Laura James, Cadmus

Lack of access to financing is often cited as a major hindrance to the successful implementation of energy efficiency projects. For single-family homes, this barrier can be even more daunting. While homeowners seek low-cost and user-friendly programs with more competitive terms than conventional banks offer, lenders may lack confidence in the ability of these projects to return the investment and may choose to balance this risk with higher interest and shorter repayment terms. This vicious cycle has spurred the creation of alternative financing and program structures that minimize the hurdles potential borrowers face, mitigate risk borne by investors, and leverage public and private capital. This session will highlight examples of strategies that address these barriers.

NEW STRATEGIES TRACK

Constellation B

B4: Saving Energy Citywide: Working with Cities to Drive Savings at the Local Level

Moderator: **Lauren Ross**, American Council for an Energy-Efficient Economy

Speakers: **Kimi Narita**, Natural Resources Defense Council
Andrea Foss, Steven Winter Associates
Jillian Rich, Pacific Gas and Electric Company

Ambitious global carbon emission reductions and energy savings goals are not possible without participation at the local level, helping government, business and individuals take action to reduce energy use. Cities are forming public-private partnerships, forming peer exchange networks and fostering healthy competition between cities and businesses to spur lasting behavior change to drive savings for commercial and residential customers. This session will delve into ongoing examples of cities working to save energy and meet climate goals through competitions, collaboration and peer exchange.

PRODUCTS & EQUIPMENT TRACK

Baltimore

C4: Pump Up the Volume: Increasing the Opportunity for High Performance Heat Pumps in Residential Space Heating

Moderator: **Peter Mills**, Consortium for Energy Efficiency

Speakers: **Laura Petrillo-Groh**, Air-Conditioning, Heating, and Refrigeration Institute
Ron Domitrovic, Electric Power Research Institute
Antonio Bouza, US Department of Energy

Heat pump equipment for residential space heating and cooling is evolving in ways that present very strong opportunities for savings over conventional systems. However, in order to open up unfettered opportunity for residential heat pumps in cold climates, strategic interventions that seek to bring about lasting changes in the structure of the market are necessary. Until this equipment can be identified and specified for both heating and cooling applications with a high degree of confidence, thorough transformation of the market will be held back. Session participants will consider the current state of the market, and consider what is needed to bring about the changes necessary to enable increased adoption of residential heat pumps in settings where reliable and robust heating performance from variable capacity heat pump (VCHP) equipment represents an ongoing challenge.

**D4: How to Establish a Baseline, Measure and Claim Savings
for Market Transformation Programs**Moderator: **Max Neubauer**, DNV GLSpeakers: **Jane Colby**, Cadmus
Rob Carmichael, Cadeo Group
Toben Galvin, Navigant

In order to achieve market transformation it is critical that we know how to effectively measure it. This means quantifying baselines to measure against and identifying appropriate data and metrics to assist in that measurement. What is the current state of the market? How has it changed over time? Consumer awareness and equipment saturation, for example, are known indicators of market transformation; but is it possible that administrators are short-changing themselves by failing to include savings from the broader influence of their programs, an important topic in states with annual savings goals? Our panelists will explore these and other questions through a variety of presentations, discussing proposed methodologies and providing examples of efforts currently underway. This panel is a “must-see” for those interested in EM&V and its importance in ensuring energy efficiency programs remain dynamic – and relevant – in an endlessly-evolving landscape.

DISTRIBUTED ENERGY TRACK

Frederick

**E4: Demand Response Gets Smarter: Realizing the Potential of Demand Response
on the Distribution Grid**Moderator: **Ryn Hamilton**, Ryn Hamilton ConsultingSpeakers: **David Dobratz**, Eversource
Nicholas Corsetti and **Melissa Piper**, National Grid

Many utilities are now taking advantage of demand response programs to relieve capacity constraints at the system level. However, with the increasing deployment of AMI and other elements of a smart grid, some utilities and regulators are beginning to explore the benefits from demand response to the distribution grid and at the local level. This session will explore the early industry experience in this area, the evolution in utility business models required to facilitate these projects, and a look at the customer response to a smart energy solutions pilot in Massachusetts.

**We look forward to seeing you next year at the
National Symposium on Market Transformation**

APRIL 2 - 4, 2017 • ARLINGTON, VIRGINIA



KEYNOTE SPEAKER

MONDAY LUNCH 12:00 - 1:30 PM

JOHN QUIGLEY Secretary, Department of Environmental Protection,
Commonwealth of Pennsylvania

From 2009 to 2011, Quigley served as secretary of the Pennsylvania Department of Conservation and Natural Resources (DCNR). Prior to his appointment as secretary, Quigley worked for DCNR in several capacities, including overseeing strategic initiatives and operations, and as chief of staff.

Quigley has had a diverse career in the nonprofit, public, and private sectors, including eight years as the mayor of the City of Hazleton, government relations manager with Citizens for Pennsylvania's Future, and management positions with industry-leading companies. He is a graduate of Bloomsburg University with a degree in economics, and holds a Master of Public Administration degree from Lehigh University.

Quigley's diverse career in the nonprofit, public and private sectors has made him a sought-after expert by industry, government and non-profit leaders across the United States and abroad.

Visionary Leadership

Quigley's record as Secretary of the DCNR from 2009 to 2011 reflects the work he has done with leaders of the gas, timber and coal industries to position Pennsylvania as national and world leaders on expanding opportunities for industries while protecting public health and the environment. Quigley leased 68,000 acres of state forest land for unconventional natural gas development, and did so in a responsible way. He worked collaboratively with gas companies to develop a set of best management practices that are among the best in the nation.

Quigley maintained state forest timber harvests during the depths of the Great Recession, after timber prices collapsed, to support Pennsylvania's forest products industry and the 60,000 hard-working Pennsylvanians who work in that essential industry.

Quigley led an ambitious effort to develop the world's first business plan for a carbon management network, aimed at maintaining coal as a pillar of Pennsylvania's energy future and the state's position as an energy exporter. He led a collaboration with the wind industry, state agencies and stakeholders to design a set of siting standards that, to this day, are considered national models. He also re-engineered DCNR's grant program, creating a user-friendly, efficient online system that emphasizes best practices, and created the first digital state map in the nation.

Working to Grow Energy Development in Pennsylvania

As Secretary of the Pennsylvania Department of Environmental Protection, Quigley is using his deep knowledge of the industry and the state to lead a strategic approach to growing natural gas development in Pennsylvania.

Quigley is developing a proactive plan to achieve Governor Wolf's expectation that Pennsylvania's natural resources should help the commonwealth become an energy leader, including renewable energy and energy efficiency, as well as a magnet for investment and job creation. This is an historic time in Pennsylvania, and Quigley believes that shale gas is the biggest opportunity to demonstrate his belief that economic development and protection of the environment are essential and, in fact, complementary.

He has tasked the Department to launch a collaborative effort with all of the stakeholders involved in the pipeline infrastructure buildout process to facilitate wise development, as well as address environmental, public health, and local concerns.

2016 REGISTRANT DIRECTORY

(Registrants as of 3/4/16.)

Charles Acquard	The Electricity Consumers Resource Council	Washington, DC	202-682-1390
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Avi Zevin	Van Ness Feldman	Washington, DC	202-298-1953
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UPCOMING CONFERENCES



Energy Efficiency Finance Forum

May 22 - 24, 2016

Newport Marriott, Newport, Rhode Island

<http://www.aceee.org/conferences/2016/eeff>

The ACEEE Energy Efficiency Finance Forum is the premier conference dedicated to catalyzing investment in, and scaling the market for, energy efficiency. There is a historically significant amount of capital poised for deployment into the market for energy efficiency investments. Shifts in the policy landscape and development to enhance community resiliency could set the stage for unprecedented levels of demand for projects. Can we seize the moment and match capital to projects?

Likely Participants: Clean-tech and energy efficiency investors; financiers; bankers, real estate professionals; CDFIs and other mission-driven lenders; entrepreneurs; utility staff; local, state, and federal agency personnel; energy service company personnel; policymakers; NGOs; energy efficiency program planners, operators, and evaluators; and marketing experts.

ACEEE Summer Study on Energy Efficiency in Buildings

August 21 - 26, 2016

Asilomar Conference Grounds, Pacific Grove, California

<http://aceee.org/conferences/2016/ssb>

The 2016 Summer Study is the 19th biennial ACEEE conference on Energy Efficiency in Buildings. A diverse group of professionals from around the world will gather at this pre-eminent meeting to discuss the technological basis for, and practical implementation of, actions to reduce energy use and the climate impacts associated with buildings. The Summer Study enables sharing ideas and engaging in dialog with leading thinkers, visionaries, and luminaries in the field, in the midst of the magnificent natural setting of Asilomar.

Likely Participants: Policymakers; utility staff; architects; builders; financial and insurance professionals involved with buildings; clean-tech investors; building products, equipment, and appliance manufacturers; building owners and operators; engineers; local, state, and federal agency personnel; energy researchers; NGOs; consultants, behavioral scientists; and energy efficiency professionals.

Behavior, Energy and Climate Change Conference

October 20 - 22, 2016

Renaissance Baltimore Harborplace Hotel, Baltimore, Maryland

<http://aceee.org/conferences/2016/becc>

Entering into its tenth year – BECC is the premier event focused on understanding individual and organizational behavior and decision-making related to energy usage, greenhouse gas emissions, climate change, and sustainability. BECC 2016 will build on the overwhelming success of previous BECC conferences, at which 700 participants discussed innovative policy and program strategies, shared important research findings, and engaged in building dynamic new networks and collaborations.

Likely Participants: Social and behavioral science researchers; regulators and policymakers; utility staff responsible for programs; local, state, and federal agency personnel; consultants; NGOs and foundations; and energy efficiency professionals.

ACEEE Intelligent Efficiency Conference

December 4 - 6, 2016

Hilton Austin, Austin, Texas

<http://aceee.org/conferences/2016/ie>

ACEEE's third Intelligent Efficiency Conference will bring together efficiency, technology, and user communities to facilitate the sharing of ideas and forming of partnerships for the advancement and adoption of intelligent efficiency in the marketplace. The Intelligent Efficiency Conference will provide an opportunity to hear from thought leaders and innovators, to learn what is happening in this rapidly evolving world, and to serve as a crucible for the formation of new policies, program strategies and commercial ventures.

Likely Participants: Energy efficiency program developers and administrators; service providers; investors; entrepreneurs; hardware and software developers; ICT solution providers; building automation providers; and smart manufacturing and smart transportation leaders.

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