

**As the World Turns:
Issues and Perspectives in the Assessment of Program Cost-Effectiveness in an Era
of Market Transformation and Other Sea Changes**

Moderator: Shel Feldman, Shel Feldman Management Consulting, Madison, WI

Panelists:

Tom Eckman, Northwest Power Planning Council and Northwest Energy Efficiency Alliance
John A. Laitner, U.S. Environmental Protection Agency, Office of Atmospheric Programs
Barry Perlmutter, Massachusetts Department of Telecommunications and Energy (invited)
William P. Saxonis, New York State Department of Public Service
Jeffrey Schlegel, Schlegel & Associates

Summary:

As “traditional” DSM programs entered the decade of the ‘90s, program designers, evaluators, and regulators had begun to feel somewhat comfortable with procedures for assessing their cost-effectiveness. More recently, however, the restructuring of the industry, reduced regulatory oversight, and the paradigm shift toward market transformation have raised new questions about appropriate methods for determining cost-effectiveness and, indeed, the very meaning of the term.

This panel is intended to provide those in attendance with an extensive opportunity to discuss pertinent issues and learn about current developments from expert panelists and other audience members. The members of this panel are highly knowledgeable advocates, program managers and regulators, with experience in national, regional, and state energy-related programs around the country. At the beginning of the session, each panelist will be asked to address three or four key questions developed by the group. After each issue has been discussed, audience members will be invited to comment and react to the positions taken.

Among the issues that may be considered are the following:

- How should nonenergy benefits be assessed? Which should be included?
- What avoided costs should be considered?
- Over what period should a market transformation program be considered?
- How can naturally occurring changes in the market be forecast?
- Can or should credit for market effects be disaggregated among participants in a collaborative?