

**AN INTERACTIVE DISCUSSION OF REGIONAL MARKET
TRANSFORMATION EFFORTS:
SUCCESSSES, CHALLENGES, FUTURE DIRECTIONS**

Moderator: Dune Ives-Peterson, Northwest Energy Efficiency Alliance

PANELISTS:

Mike Messenger, CBEE
Ben Bronfman, NEEA
David Hewitt, NEEP
Jennifer Hunter, NYSERDA
Pat Meier, Wisconsin Energy Bureau

Summary:

With the “introduction” of market transformation projects across the Nation has come the need to develop well-targeted and useful market transformation evaluations. While evaluation consultants have contributed a great deal to the conception and development of market transformation evaluation frameworks, much of the implementation and refinement of the frameworks have been the primary focus of established organizations whose main programmatic activities center around market transformation.

Five such organizations are represented in this panel: the Northwest Energy Efficiency Alliance, the Northeast Energy Efficiency Partnership, the New York State Energy Research and Development Authority, the California Board for Energy Efficiency, and most recently the Wisconsin Energy Bureau. Each of these organizations is at a different stage in the evaluation development process, with some at the conception stage and others at the refinement stage. Additionally, each organization has a different organizational structure within which the evaluation framework is implemented and refined, which creates both unique challenges and opportunities for success.

The goals of this panel are to learn from each organization’s representative about the impetus behind the particular evaluation framework developed and implemented, to discuss the organizational structure within which the evaluation operates, and to learn about successes and challenges that have been experienced to date. In addition, the presenters will discuss what about their particular organizational and reporting structure has enhanced or detracted from the evaluation process.

This panel is expected to be a fun, interactive and informative session that affords panel presenters the opportunity to fully discuss their organization’s market transformation evaluation perspective and experiences and that actively engages audience members in a lively and informative discussion. The presenters are all leaders in their particular organizations and bring with them a wealth of experience from which we can all learn about what has worked well and where the field of market transformation evaluation is heading.