

SESSION 3B

It's in the Details: Understanding the Commercial Sector

Commercial customers—both a challenge and an opportunity for utilities everywhere. Understanding your commercial marketplace is absolutely necessary to succeed in offering the right products and services to this important sector. In this session three papers delve into the mysterious realm of commercial customers.

Moderator: Sharyn Barata, B&B Resources

PAPERS:

Contrasting Approaches to Estimating Program Net Savings in NRNC

Matt Brost, RLW Analytics

April Thanarat, RLW Analytics

Pete Jacobs, Architectural energy Corporation

Catherine Chappell, Heschong Mahone Group

Getting the Big Picture of a Small Place

Jane S. Peters, Research Into Action

Randall Lloyd, Vermont Department of Public Service

Scott Albert, GDS Associates

Marjorie McRae, Research Into Action

Lori Megdal, Megdal & Associates

Examining Networks of Building Professionals, Developers, Owners, and Contractors in the Commercial Building Sector

John H. Reed, Innovologie

Andrew D. Oh, Innovologie

SESSION SUMMARY:

This session includes three papers focusing on commercial energy efficiency research efforts. Each paper will present research methods and results to enlighten our readers on the mysteries we have uncovered in this complex, yet intriguing sector. The session will highlight cutting-edge research approaches useful for de-mystifying and understanding various attributes found in commercial markets across the Country. From coast to coast, these three papers will highlight:

- Vermont's large scale effort to characterize their complex market;
- California's energy efficient efforts in commercial new construction, and
- the networks in place for market actors (Developers, Owners, Contractors) operating in the Commercial building sector.

