

SESSION 6A

ATTRIBUTION

Moderator: Shel Feldman, SFMC

PAPERS:

Evaluating Attribution In A Business Markets Program

Mark Thornsjo, Summit Blue Consulting

Patricia Squires, Enbridge Gas Distribution, Inc.

H. Robert Bach, Engineering Interface, Ltd.

Addressing Program Attribution in the Wake of the California Energy Crisis

Tami Rasmussen, KEMA-XENERGY

Kathleen Gaffney, KEMA-XENERGY

Rob Rubin, San Diego Gas and Electric Company

The Impact of Regional Incentive and Promotion Programs on the Market Share of ENERGY

STAR[®] Appliances

Mitchell Rosenberg, KEMA-XENERGY

SESSION SUMMARY:

How can we determine the effects of an energy-efficiency program on behavior, energy savings, or the market, given the other multiple and interacting influences out there? The papers in this session provide detailed examples, using interviews with re-creation of decision contexts (Thornsjo et al.), analysis of changes in market opportunities (Rasmussen et al.), and regression analysis (Rosenberg).

