

SESSION 7C

DON'T GIVE UP ON SMALL COMMERCIAL: REACHING THIS CHALLENGING MARKET SEGMENT

Moderator: Jean Shaffer, Seattle City Light

PAPERS:

How to Cost-Effectively Serve Small Nonresidential Hard-to-Reach Customers

John Cavalli, Quantum Consulting, Inc.

Marissa Myers, Quantum Consulting, Inc.

Jim Flanagan, Quantum Consulting, Inc.

Mike Rufo, Quantum Consulting, Inc.

Chris Ann Dickerson, Pacific Gas & Electric Company

From Portland to Billings and Back: Challenges and Opportunities for Small HVAC RTU Service Innovations

Richard Hazzard, Energy Market Innovations, Inc.

Robert Bordner, Energy Market Innovations, Inc.

David Cohan, Northwest Energy Efficiency Alliance

Evaluating the Underserved Small C&I Market: Building a Bridge to Implementation

Thomas Ledyard, RLW Analytics, Inc.

Susan Haselhorst, NSTAR Electric and Gas Corporation

SESSION SUMMARY:

This session brings together evaluation research from three corners of the United States: California, Massachusetts, and the Pacific Northwest. All three papers focus on opportunities for achieving energy efficiency in the small commercial market segment – a segment that has historically been difficult to serve cost-effectively. Cavalli et al. report on a recently completed that focused on the costs of delivering conservation services to small nonresidential customers in California. Hazzard et al. present early evaluation and market assessment findings for a market transformation program targeting operations and maintenance practices for the HVAC “roof-top units” (RTUs) that are commonly seen in small commercial facilities. Finally, Ledyard and Haselhorst look at the role of operating hours estimates in savings realization rates for small commercial and industrial customers, as well as implementation issues such as diversity calculation and cost effectiveness.

