

SESSION 10B

EVALUATION METHODS AND RESULTS FROM TWO LARGE NATIONAL PROGRAMS

Moderator: Nick Hall, TecMarket Works

PAPERS:

Using Performance Metrics to Quantify Energy Savings and Emissions Reductions for the U.S. Department of Energy's State Energy Program

Bruce E. Tonn, Oak Ridge National Laboratory

Martin Schweitzer, Oak Ridge National Laboratory

Linda G. Berry, Oak Ridge National Laboratory

Donald W. Jones, RCF Economic and Financial Consulting

ENERGY STAR[®] Retail Store-Level Assessment – A Look Across the Nation

Seth E. Snell, Applied Proactive Technologies

Lynn Hoefgen, Nexus Market Research

Timothy Pettit, Nexus Market Research

Kate Lewis, United States Environmental Protection Agency

Jocelyn Spielman, The Cadmus Group

Peter Feroli, Applied Proactive Technologies

SESSION SUMMARY:

This session features the evaluations from two large national programs. The first paper presented by Bruce Tonn describes how program performance metrics were used in conjunction with evaluation studies to estimate the energy and environmental impacts associated with USDOE's State Energy Programs. This study is the first impact evaluation of this large federal program and documents the aggregated cost-effectiveness of the state programs offered through the national program. The second paper presented by Seth Snell provides a multi-year examination of the effects of the ENERGY STAR[®] Consumer Campaign and Product Labeling Program in retail stores. This paper examines retailer knowledge and the extent to which sales people push ENERGY STAR[®] products, the visibility of ENERGY STAR[®] products in the stores, product availability and the accuracy of ENERGY STAR[®] labeling.

