

HOW TO FIND OUT IF YOUR MARKET-BASED PROGRAM IS COST EFFECTIVE, COST EFFECTIVELY

Moderator: Bill Saxonis, New York State Department of Public Services

PANELISTS:

Ben Bronfman, Energy Trust of Oregon
Carol White, National Grid USA Service Company
Monica Nevius, Consortium for Energy Efficiency

SUMMARY:

There is a long list of techniques to evaluate market-based energy efficiency programs, including multi-attribute valuation, economic diffusion and the “bottoms up” approach. Our panel will not be searching for the perfect methodology, but rather will focus on more fundamental questions such as are evaluators collecting the right data to meet the needs of decision makers (e.g. regulators, legislators) and can evaluators get a bigger bang for the buck by using a collaborative evaluation approach. Specific question will include:

- What evaluation data do decision makers require? How do they define cost effectiveness for market-based programs? What are their expectations?
- Are regional and national evaluation efforts viable methods of meeting the needs of local decision makers? What is the role of Energy Star?
- Do collaborative evaluations really work? Are they a method of obtaining higher quality evaluation data at lower cost or a costly bureaucratic nightmare as interested parties battle over standards, budgets and turf? What about data confidentiality?

Our nationally recognized panelists will present a variety of viewpoints supported by their real world experience. The panel is organized to allow time for attendees to ask questions and offer ideas.

