SESSION 4B

INCREASE YOUR COMMERCIAL AND GOVERNMENT PROGRAM IMPACTS

Moderator: David Ciepluch, We Energies

PAPERS:

Get the Government! Understanding and Serving Government Customers through Energy Efficiency Programs
   David Kyle, Efficiency Maine
   Kevin Galligan, Cape Light Compact
   Elizabeth Titus, Northeast Energy Efficiency Partnership
   Lark Lee, PA Consulting Group
   Carol Sabo, PA Consulting Group
   Tom Giffen, SAIC

Methodology for the Evaluation of an Energy Saving Performance Contracting Program for the U.S. Federal Government
   John A. Shonder, Oak Ridge National Laboratory
   Patrick J. Hughes, Oak Ridge National Laboratory
   Martin Schweitzer, Oak Ridge National Laboratory
   Richard Schmoyer, Oak Ridge National Laboratory

Decision-making in the Commercial Office Building Market: Targeting Key Players in the Office Submarket
   John H. Reed, Innovologie
   Moria Morrissey, Innovologie
   Charles Bailey, Innovologie
   Jeff Riggert, Innovologie
   Isabelle Gecils, PG&E
   Peter Turnbull, PG&E

Evaluating the Impacts of an Energy Study Program
   Dakers Gowans, Nexant

SESSION SUMMARY:

Many program implementers have had to deal with market penetration with various programs and business sectors. Most forms of government are dealing with annual budget constraints and energy efficiency is a neglected avenue to help them reduce their operational cost. The office market place forms a large group of buildings that consume a lot of energy. Building management dynamics and strategies vary from different business arrangements. Performance contracts are another tool that can be used to help manage projects and their cost over time. Many efficiency implementers use technical assistance, energy surveys and studies to assist and persuade customers’ to install improvement measures to their benefit. The presenters have applied process evaluation to these markets to explore and recommend strategies and solutions that can improve program penetration with efficiency measures.

Examples will be shared of successful government programming. Building management is broken out into major subgroups to utilize specific strategies with each to improve efficiency programs.
Large performance contract analysis is shared and how effective are these contracts at meeting performance goals. Technical assistance and studies can be a great tool for energy efficiency gains but there can be improvements with the approach.