

SESSION 8B

TAKING ENERGY EFFICIENCY HIGHER: INCREASED EVALUATION DEMANDS AND IMPORTANCE FOR INCREASED RESOURCE PORTFOLIOS

Moderator: Carol White, National Grid

PAPERS:

Evaluating Portfolios in Canada: Accepting the Challenge, Negotiating the Minefields, and Achieving Results!

Sohel Zariffa, Hydro Quebec, Quebec, Canada

Can We Get There From Here? Identifying Key Factors in Meeting Aggressive New State Energy Efficiency Savings Goals

Martin Kushler, American Council for an Energy-Efficient Economy, Washington, D.C.

Patti Witte, Consultant, Dimondale, MI

Dan York, American Council for an Energy-Efficient Economy, Washington D.C.

A New Energy Efficiency Portfolio - Developing an Expanded Evaluation Approach

Douglas Mahone, Heschong Mahone Group Inc., Fair Oaks, CA

Wim Bos, Sacramento Municipal Utility District (SMUD), Sacramento, CA

SESSION SUMMARY:

This session will focus on the identification and analysis of key factors associated with successfully achieving, and being given credit for, savings through energy efficiency program efforts and the challenges related to evaluation planning and methods where savings goals are high and growing.

Our first paper, **Evaluating Portfolios in Canada: Accepting the Challenge, Negotiating the Minefields, and Achieving Results** highlights the evaluation planning efforts needed as Hydro Quebec's energy savings objectives rose from 750 GWh for 2006 to 11 TWh by the end of 2015. Faced with such an ambitious target, HQ decided that a rigorous and independent evaluation strategy was necessary. It underscores the need and value for standard procedures/protocols and teamwork. The author will explain how major challenges were dealt with. He will also describe the evaluation planning process and how it ensured that program implementors track proper metrics and why market characterization studies are important.

Our second paper is **Can We Get There From Here? Identifying Key Factors in Meeting Aggressive New State Energy Efficiency Savings Goals**. The authors **recognize** that there are new economic and political demands, sometimes astonishing demands, being imposed on the utility industry. This paper will report on a research project that focused on two important practical questions: (1) What does current experience suggest about what magnitude of savings goal is reasonable?; and (2) If much more aggressive energy savings goals are established, what factors will likely be important in enabling states/utilities to achieve those goals? The research drew upon various methodologies, including direct surveys and data collection from leading states; review of recent industry literature; soliciting information from a panel of prominent experts within the industry; and review of ACEEE's own extensive files and databases on utility sector energy efficiency policies and programs.

Our final paper **A New Energy Efficiency Portfolio - Developing an Expanded Evaluation Approach** discusses how SMUD has moved from a traditional savings approach (count the widgets and

bank them for their lifetime in the field) to one better suited to an ambitious and expanded portfolio of energy efficiency programs. In developing their approach they started out by asking “Where do we want to draw the boundaries of our influence and our savings?” This question raises many evaluation issues such as gross savings, free-ridership, spillover, market effects and attribution. These issues are hotly debated by evaluators and policymakers. This paper will discuss how SMUD is re-visiting its measurement and evaluation protocols, in order to more accurately capture all of the benefits of their energy efficiency efforts.