# SESSION 3C

## HUNTING MARKET EFFECTS WITH GUN AND CAMERA

*Moderator: Ben Bronfman, the Cadmus Group*

PAPERS:

**Measuring Diffusion in a Market Transformation Program**
Marjorie McRae, Research Into Action, Inc., Portland, OR
Aaron James, Northwest Energy Efficiency Alliance, Portland, OR
Anna Kim, Research Into Action, Inc., Portland, OR
Mersiha Spahic, Research Into Action, Inc., Portland, OR

**Why Should Measuring Non-Programmatic Energy Savings Matter for Utilities?**
Carrie Cobb, Bonneville Power Administration, Portland, Oregon
Lauren Gage, Bonneville Power Administration
Tina Jayaweera, the Cadmus Group, Portland, Oregon
Hossein Haeri, the Cadmus Group, Portland, Oregon

**The State Energy Program: Building Energy Efficiency and Renewable Energy Capacity in the Sates**
Nick Hall, TecMarket Works, Oregon, WI
Dr. Patrick McCarthy, Ph.D., J.D, TecMarket Works, Murfreesboro, TN
Dr. Jim Mapp, Evaluation Consultant, Madison, WI
Faith Lambert, Evaluation Manager, USDOE/EERE, Washington, DC

SESSION SUMMARY:

This session will focus on market effects of utility and government programs on regional and national markets. We examine three unique aspects to market effects stemming from a regional market transformation program, a regional resource acquisition plan, and a national energy efficiency capability building initiative. McRae, et. al. focus on the diffusion of behavioral market effects resulting from a regional commercial sector energy efficiency market transformation program in the Pacific Northwest. Cobb, et. al. examine measurement and evaluation issues for market-induced conservation, market transformation initiatives, and codes and standards in the context of regional utility energy-efficiency resource acquisition strategies. Finally, Hall, et. al. examine the influence of USDOE's State Energy Programs (SEP) on the formation and development of the capability to design, direct, and implement a wide range of energy efficiency and renewable energy services across the United States.

**"Measuring Diffusion in a Market Transformation Program"** describes an approach to measuring the diffusion of efficiency behavior change. The evaluated BetterBricks program (Northwest Energy Efficiency Alliance) sought to induce multifaceted change among both supply- and demand-side market actors for building design, operation, and maintenance. The challenge: to develop an estimate of energy efficiency behavior adoption – a one-dimensional unobserved (latent) variable constituted by numerous potentially observable behaviors.

**"Why Should Measuring Non-Programmatic Energy Savings Matter for Utilities?"** examines the potential issues arising from The Northwest Power and Conservation Council's Sixth Power Plan call for regional utilities and the Bonneville Power Administration to meet 90 percent of future regional load growth through energy conservation. As the size of the energy-efficiency resource

grows, increasingly aggressive energy-efficiency performance standards in the Northwest and many state jurisdictions may change the balance of utility energy-efficiency resource acquisition strategies toward increased interest in measuring (and claiming) energy savings from non-programmatic sources, such as market-induced conservation, market transformation initiatives, and codes and standards. Because total energy savings achieved through all market mechanisms decrease future load obligations, regardless of utility incentives or attribution, measuring non-programmatic energy efficiency provides an important component in ensuring all cost-effective energy efficiency can be captured as a resource, avoiding acquisition of other resources to meet consumer demand.

Finally, **"The State Energy Program: Building Energy Efficiency and Renewable Energy Capacity in the Sates"** presents the results of a qualitative examination of the influence of US Department of Energy's (DOE) State Energy Program (SEP) on the formation and development of the state governments' capability to design, direct, and implement a wide range of energy efficiency and renewable energy services across the United States. The study concludes that based on the information collected, 80% of the state energy office's current capacity to design, direct, and implement a wide range of energy efficiency and renewable energy services is a direct or indirect result of more than 30 years of SEP efforts to develop this capacity.