

SESSION 5D

THE USE OF REGIONAL DEEMED SAVINGS DATABASES – TOO MUCH OF A NOT-SO-GOOD THING?

Moderator: Bill Norton, Opinion Dynamics Corporation

Panelists

Marian Brown, Manager of Measurement and Evaluation, Southern California Edison
Mike Messenger, Senior Principal, Itron
Rick Morgan, President, Morgan Marketing Partners
Mary Sutter, Vice President, Opinion Dynamics
Charles, Michaelis, CEO, Databuild

SESSION SUMMARY:

This session will focus on the policy question – is the reliance standardized regional savings assumptions or Technical Reference Manuals (TRM) as a basis for energy efficiency program planning and evaluation a good idea? We will explore the rationale for, and the strengths and limitations of this practice from the program administrator and evaluator perspectives. Panelists will discuss the reliability of deemed savings estimates extrapolated from secondary sources, the need to update savings assumptions and frequency with which those updates should occur, and if this approach allows for a true assessment of program performance. We will discuss the degree to which this approach is forcing a shift in evaluation from assessing program performance to verifying measure presence and baseline conditions and if this is a good thing. We will also explore the degree to which this approach allows for evaluation dollars to be spent on other research issues that may inform enhancements in program design.