

AGGREGATED PROGRAM IMPACTS (FROM THE TOP DOWN)

Moderator: Elizabeth Titus, NEEP

PAPERS (in order of appearance):

Making Sense of 1000 Program Results: How are DSM Programs Really Performing?

Rachel R Buckley, E Source

Mark Brown, QuadROI

Zack Tamble, QuadROI

Ben Parnell, QuadROI

Rolling Up IOU Account-Level Data to Measure Savings from the Top-Down

Noel Stevens, DNV GL

Monica Cohen, Columbia Gas of Massachusetts

Andrew Stryker, DNV GL

Jon Farland, DNV GL

Pam Rathbun, DNV GL

The View from the Top: Top-Down Estimation of Program Savings Using Utility-Level Data in Massachusetts

Chris Russell, NMR Group, Inc.

Ferit Ucar, Environmental Defense Fund

Lawrence Masland, Massachusetts DOER

Noel Stevens, DNV GL

Monica Cohen, Columbia Gas of Massachusetts

SESSION SUMMARY:

This session explores various results, benefits and challenges associated with efforts to capture the bird's eye view of energy efficiency program results. The first paper, **Making Sense of 1000 Program Results: How are DSM Programs Really Performing?**, presents summary metrics, trends, and insights garnered from a study of DSM programs employing an extensive database of program data obtained from secondary sources across the nation that can be segmented across many attributes such as region, fuel type, program type, and sector.

The second paper, **Rolling Up IOU Account Level Data to Measure Savings from the Top-Down**, reviews the desirable properties of top-down models based on existing literature, and considers the value of aggregated program results to policymakers and planners. It then presents a pilot study from Massachusetts using 3 years of detailed data that demonstrates the potential for leveraging account level data to construct macroeconomic models at different levels of geographic resolution, while retaining key policy variables such as differing program strategies and impacts by key economic sectors. This paper discusses the potential to construct models that can provide more information than prevailing top-down models, and it highlights key data and econometric limitations that must be overcome for such an approach to be successful.

The third paper, **The View from the Top: Top-Down Estimation of Program Savings Using Utility-Level Data in Massachusetts**, discusses the design and results of a pilot effort separate but related to that of the second paper. It presents a variety of findings including estimates net energy savings of utility energy efficiency portfolios in Massachusetts based on macroeconomic models using over 15 years of macro-level data for investor-owned and municipal utilities. This paper helps demonstrate the importance of addressing the data and econometric limitations outlined in the previous paper.